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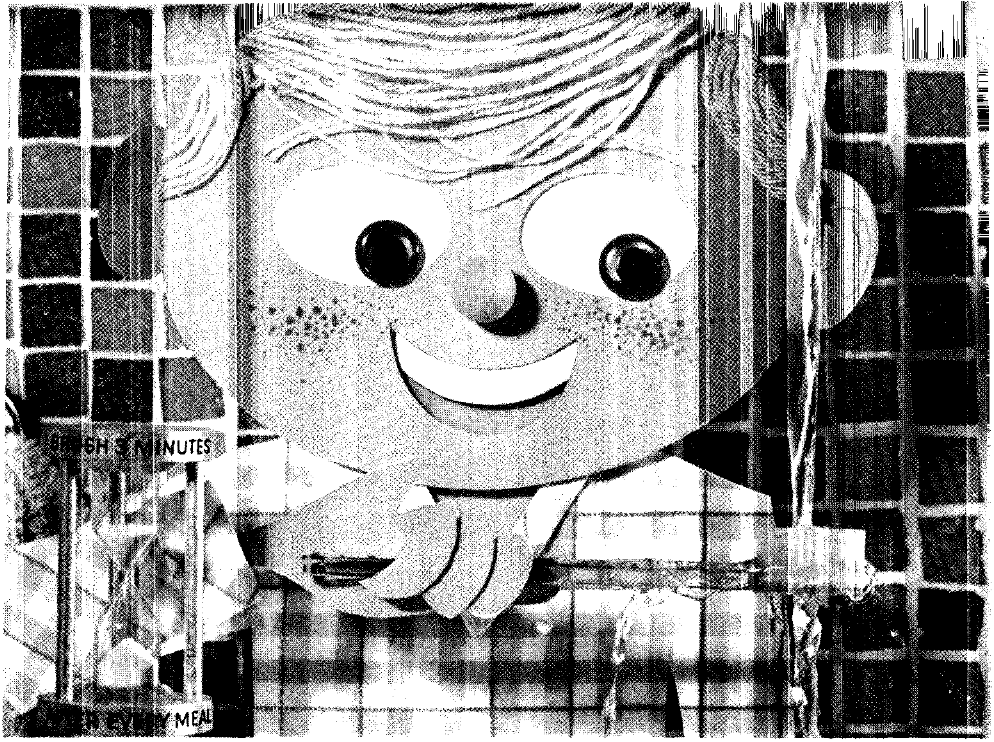

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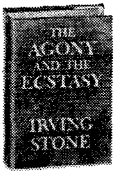

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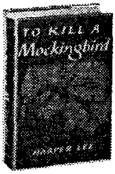

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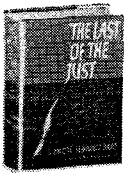

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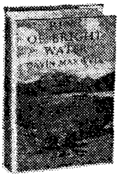

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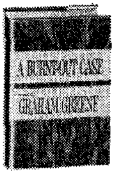

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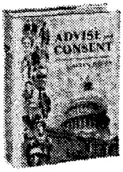

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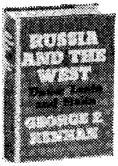

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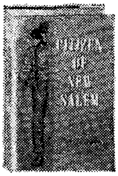

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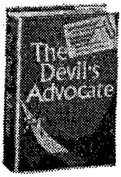

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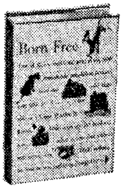

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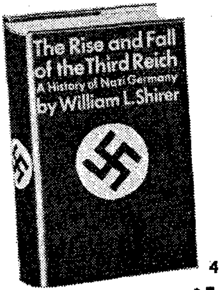

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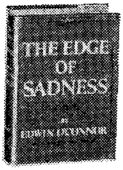

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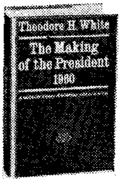

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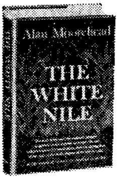

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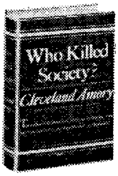

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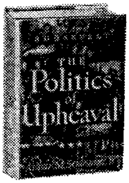

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Dear Reader:

Frost: a poet views Israel.

WHEN CORONET SENIOR EDITOR Richard Kaplan visited Robert Frost to arrange for a commentary on the remarkable photographs of Israel by Archie Lieberman ("Old Poet in a New Land," beginning on p. 97) the writer was fresh from a visit to that country as guest lecturer on American Culture and Civilization at Jerusalem's Hebrew University. The pictures were spread out on tables and a bed. Frost, in shirt sleeves, put on his glasses and walked around the room picking up one after another, talking in his slow, rumbling voice about his still-vivid impressions. *"Look and you can find stones that could be traced back through 20 centuries of buildings . . . an ageless country . . . 'after me cometh the builder'. . . ."* As he talked, Kaplan took down the flow of images and reflections that the photographs inspired. The arid, austere beauty of Israel, about the same size as Vermont and as rocky, though devoid of the green; the many-tongued, vigorous immigrants, so much more voluble than New Englanders, but as industrious—all affected the poet deeply. Israel loved the tall, white-haired American. The newspapers explained that if Britain has an official poet laureate, America has Robert Frost. They told how the 86-year-old New Englander's pre-eminent position in American letters had been confirmed in history-making fashion by his participation in President Kennedy's inauguration, when he recited his poem that begins "We were the land's before the land was ours. . . ." But in Israel he amended, "Of course that isn't true for any of you. The land was yours first." When, after ten days Frost left the country, he wrote in the guest book of the university this paraphrase of one of his most famous verses: *"Something there is that does not love a wall—it is friendship. With eternal friendship, Robert Frost."*

The Editors

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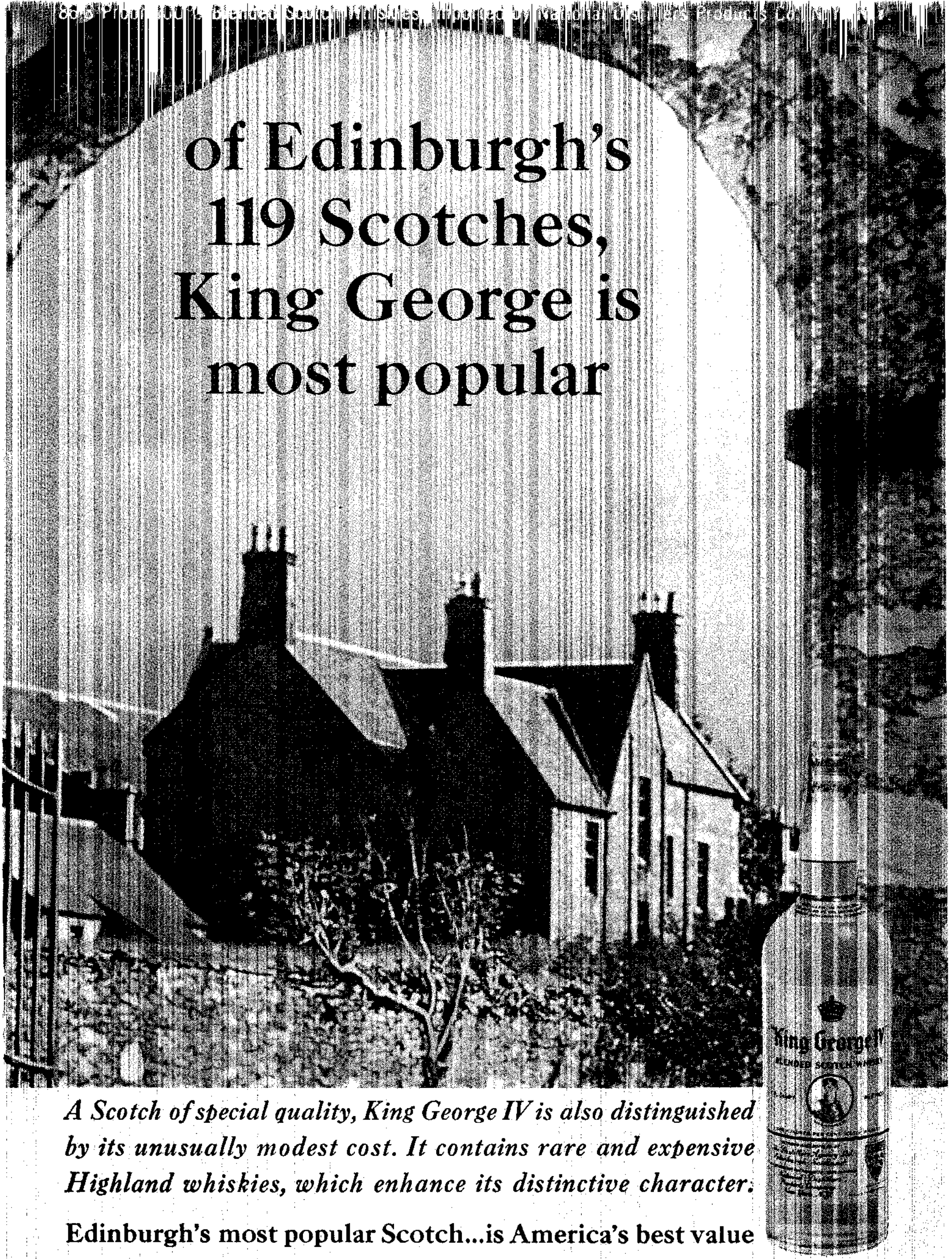
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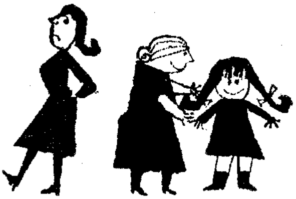
all about you

Athletic analysts; female judgment; telltale laughs; advice for Granny

LAUGHING MATTERS

The horse laugh, or derisive guffaw, might better be called the "mule laugh," for it's the mark of a stubborn man, according to New York psychiatrist Dr. Renatus Hartogs. In *How To Grow Up Successfully,* Dr. Hartogs suggests that laughing and speaking habits can be good indicators of a person's nature. For example, hearty laughter can mean energy, pride and gentleness; the titter indicates self-consciousness and inhibitions; the belly laugh reveals smugness and need for physical comfort; and the chuckle means tact and self-control. In speech, Dr. Hartogs interprets shouting as a sign of an inferiority complex and mumbling as a clue to self-centeredness and daydreaming. Slow speech reveals indecision, while a rapid delivery means nervousness and vivacity, Dr. Hartogs says. And he warns against believing everything said by people who begin remarks by "To tell the truth." They're sometimes insincere. In the same way, those whose opening gambit is "It's none of my business, but . . ." quite possibly are revealing a meddlesome nature. It almost seems the way to score high in this kind of analysis is to have lockjaw.



GRANDMA'S A SOFTIE

Most parents of married children can hardly wait to be grandmothers and grandfathers. But the role of grandparent is fraught with pitfalls, warns a University of Michigan psychiatrist. This is particularly true in the area of discipline. "The amount of help a grandparent can give a parent in the matter of discipline is probably very small," Dr. Stuart M. Finch said at a meeting sponsored by the Michigan State Medical Society. "Grandparents are likely to be either too strict and rigid, or to have become so mellowed that they are unable to see the grandchild disciplined properly." This may open a breach in family relations even a young child

(Continued on page 10)

What's causing those terrible headaches?

It's one of the most frequent complaints a doctor hears. Headache. In fact, about *half* the patients of a doctor in general practice have them.

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can quickly detect and exploit to get what he wants. The best attitude for grandparents is mild support, avoiding unsolicited advice, Dr. Finch said, adding, "If grandparents insist on acting like parents, they will often hinder the emotional growth of the young couple. Grandparents must think of their children as adults and deal with them accordingly."

INTUITION IS BUNK

Female claims to a special "woman's intuition" have been discounted by two (male) sociologists at the University of Illinois. Men are *more discriminating in their under*standing of personality traits in others, report Robert Kohn and Fred Fiedler after a study of 120 high school and university students. Women tend to make snap judgments about people and rely on stereotypes in forming impressions of them—such as "fat men are jolly." Having difficulty in logically defending their impressions, women have fallen back on the claim to "intuition," the scholars concluded.

Another difference they noted between male and female judgment: women see other people (and judge themselves) more favorably than men do—possibly because they are trained to mask genuine feelings with agreeable ones and possibly because the world treats girls more kindly than it does boys, leaving them less disillusioned about their fellow man.

GIVE THE BALL TO SIGMUND

If your favorite football team isn't winning this fall, maybe the coach should bone up on his Freud. Coaches who ignore the sensitive psyches of their gladiators are as old-fashioned as the Statue of Liberty play. And those who employ the traditional "Go Out There And Win" locker-room pep talk are just asking for trouble. This is the opinion of Dr. Aaron J. Weiss, psychologist at New York's Bellevue Hospital. Dr. Weiss counsels *coaches and trainers to become* "lay analysts to their players." He urges a pre-game chat at which the athletes should be encouraged to talk out their fears, and where the kindly coach could assure his players they "are still decent human beings even if they don't win." Words should be gentle and polite. "The coach who threatens or insults his players," Dr. Weiss warns, "may find that some of them, to get back at him, subconsciously want to lose."

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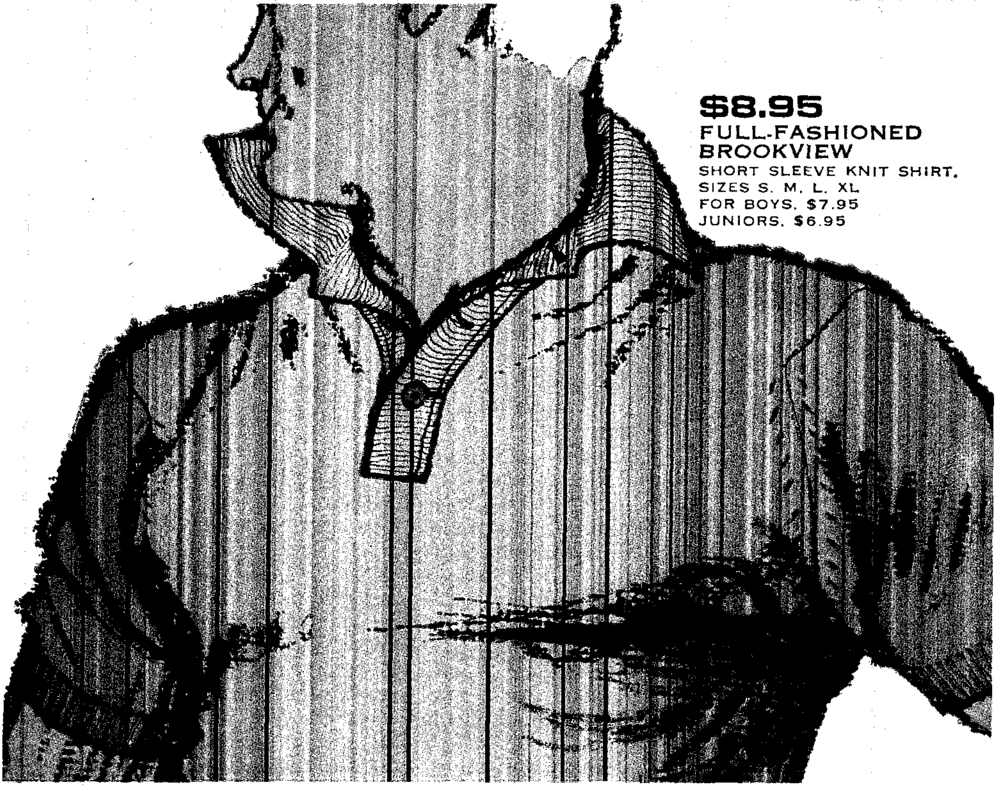

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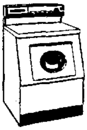

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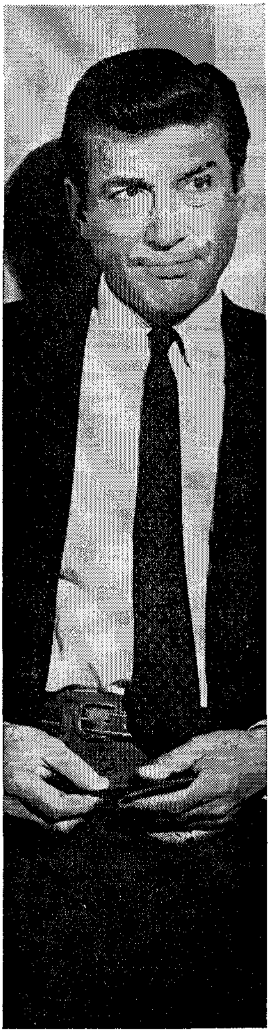
Trapped by success



Efrem Zimbalist Jr., the 6′, 170-pound star of A.B.C.-TV's popular private-eye series, *77 Sunset Strip,* feels trapped. He wants to do "important movies," but finds all his time taken up by the series, now in its fourth year.

"And *Strip*'s shows are not written with any characterization for any of us," he complains. "They give Edd Byrnes some jive talk as 'Kookie,' Roger Smith gets the kisses and they just make me stuffy and 'suave.' I haven't kissed a girl on the show in over a year. It's almost like taking the vows."

His list of complaints are long, but easygoing Zimbalist ticks them off in such a mild manner that it's obvious why his studio bosses at Warners, producers of *Strip*, shrug them off. "I'm a low-key guy, I guess," he admits.

Since he signed an exclusive seven-year contract in 1956, New Yorker Zimbalist has acted mainly in *Sunset Strip*. Of his nine movies for Warner Brothers, only one, *Home Before Dark,* exploited his potential as a romantic leading man, he feels. The others, shot quickly in time snatched from *Strip* and as quickly forgotten, misused his talents. "After *Home Before Dark*, my fan mail soared—but Warners didn't cast me in another picture for two years," he says. "Can you figure that?"

Zimbalist was offered leads in *Butterfield 8, Portrait in Black* and *Back Street,* but Warners refused to loan him to other studios. No city-hall fighter, Efrem turned to bargaining. He agreed to extend his contract for four more years, on a nonexclusive basis, if the studio allowed him to act opposite Lana Turner in *By Love Possessed*. The picture, however, is a disappointment to Zimbalist, giving him little to do but puff his pipe and look worried.

"*Strip* will probably run three years more," Zimbalist predicts. "But even with costars, I don't get any time off. I'd like to do a Western, just for a change of pace."

Actually, *Strip* is Zimbalist's third TV series.

(Continued on page 16)

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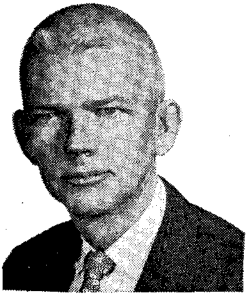

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Hundreds of thousands of dollars have already been paid out for the care and treatment of our own insured cancer victims. Ours is still a small company and it is part of my job as president to answer

telephone calls and letters from policyholders, and I get first hand information on just what our policy does mean to cancer victims. In early 1960 we began doing business in Jamaica in the West Indies. One of the first policies issued in Jamaica was to the family of Samuel Dodd, Kingstontown. In January of this year, Mr. Dodd's eight-month-old son, Sammy, who had not even been born when our policy was issued, was found to have a fast growing cancer of the stomach. Our Jamaica agency advanced $226.00 to cover air transportation for father and son to the Memorial Hospital for cancer in New York City. Only a few days before this writing, it was my real pleasure to receive a telephone call from this father telling me that his baby son had been discharged and the prospects were good that he would live a full and normal life. He further told me that without our policy, he would have been unable to provide for his son the world's finest facilities for cancer treatment. I hear similar stories almost daily from people who had $20.00 to buy cancer insurance, but didn't have $5,000.00 to pay the cost of care and treatment of cancer.

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No Age Limit—Cancer Policies Are Issued Without Regard To Age

(Continued from page 12)

As a free-lance actor in New York, he worked on a daytime soap opera for a year, and on Buddy Hackett's short-lived *Stanley*. "I thought, when I signed a movie contract, that I would get away from television," he moans.

Pipe-smoking, brown-eyed Zimbalist had acted in seven Broadway plays before testing for a part in *Sayonara*. James Garner won it, but Warners signed Efrem, too.

Off-screen, Zimbalist's favorite clothes are Levis, sport shirt and boots. He has managed to create the impression of a rambling ranch on a small acreage in California's San Fernando Valley. Whitewashed stables, kennels, a swimming pool and a Normandy-style farmhouse vie for space with horses, dogs, "endless kittens and chickens galore." A sign in his driveway warns: "Chickens at play."

In the garage, Zimbalist proudly points out the 1934 Packard touring car he's owned for 12 years. "I've had it completely rebuilt," he says. "I can get it up to 100 or better." But a friend laughs: "Efrem's always driving around in cheap, rented cars because the Packard is constantly under repairs 'for a few days'."

His studio lops five years off Zimbalist's real age, 42, on his biography. He is the son of the late opera singer Alma Gluck and violinist Efrem Zimbalist; his stepsister is novelist Marcia Davenport. Today his father is director of Philadelphia's Curtis Institute of Music.

Efrem, who learned to play piano and violin as a boy, enjoys writing music. He studied music composition for three years. "I had started the second movement of a violin sonata five years ago, and only recently finished it. I don't know when I'll ever find time to work on the third," he sighs.

Zimbalist's first wife died in 1950; they had two children: Nancy, now 17, and Efrem III ("Skipper"), 14. He and his second wife, horsewoman Stephanie Spaulding, have a daughter, Stephanie, four. Their five-year marriage has had its stormy periods—including a bust-up involving starlet Kipp Hamilton—but now seems calm and happy.

In his living room, surrounded by Stephanie's riding trophies and his books and records, Zimbalist prefers reading nonfiction to TV. Says he forcefully: "I NEVER watch *Sunset Strip*. I can't stand to see what a conservative old man Warners is making of me. I'm sure Albert Schweitzer has more vitality than Stuart Bailey, the man I play."

Then, success-burdened Zimbalist adds: "If I don't get a good movie role soon, I may quit—just walk out. I have enough saved; I could manage." —MARK NICHOLS

Zimbalist and Stephanie: is Stuart Bailey a bore?

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Rocco answers brother's anguished cry for help.

ITALIAN FILMS are having their own "new wave" of vitality, as shown by four movies now in release.

La Dolce Vita and *L'Avventura* both hold up mirrors to modern society's moral decay. *La Dolce Vita* (*The Sweet Life*) does it through a series of fascinating vignettes about a Roman newspaperman (Marcello Mastroianni) and his encounters with the rich and bored, intellectuals, a false religious miracle, his stranger-father, simple-minded mistress, a Hollywood star (Anita Ekberg) and Rome's scandal-seeking photographers. Although sensational in content, *Vita* makes its moral point by repetition and relentless camera close-ups.

L'Avventura (*The Adventure*) unfolds leisurely. On a yachting party to a barren, volcanic island one of the wealthy, blasé group, Anna, disappears. Her fiancé (Gabriele Ferzetti)—having compromised his earlier ambitions as an architect—has turned to sex as an opiate. He unperturbedly sets his sights on her best friend (Monica Vitti). Their search for Anna becomes a search for their own identities.

Rocco and His Brothers focuses on a lower economic class: a poverty-stricken widow and her five sons migrate from their small village to Milan in search of a livelihood. Two brothers (Alain Delon, Renato Salvatori) drift into boxing and fall for the same girl—but the story is concerned with a bigger theme: a passionate family at the mercy of a city, bewildered and beset by adversity, with only each other to cling to for help.

Miscast in ladylike roles by Hollywood, Sophia Loren is completely at home as a peasant in *Two Women*. A widow with a teen-aged daughter and a passion for life, she flees Rome in 1943 to her native village to escape Allied bombings. The mother's nails-bared fight for survival makes a moving tale, and Miss Loren gives it an earthy, animated performance worthy of an acting award.—M.N.

Sophia Loren and daughter: indestructible peasants.

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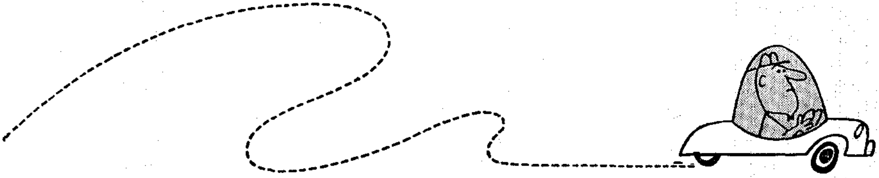

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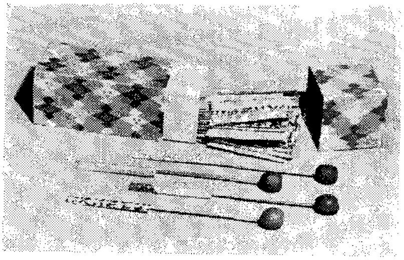
PRODUCTS ON PARADE

edited by Florence Semon



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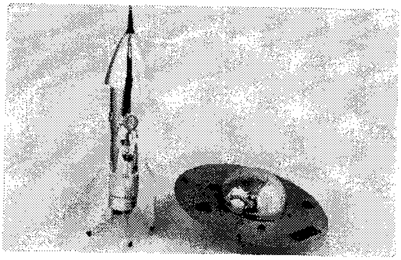

Outer space banks have inner space for savings. When coin is placed in sun-slot of Planet Bank and disc is spun around, coin disappears into bank. Coins are shot into Missile bank by releasing side trigger. $2.98 pp. E. M. Walker, 2-C, P.O. Box 2485, Detroit 31, Mich.

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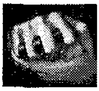

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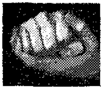

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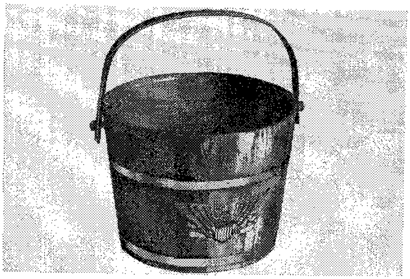

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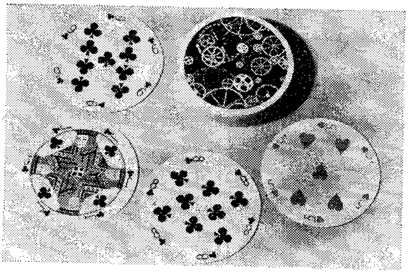

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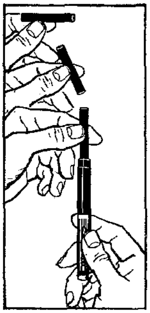

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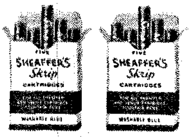
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CORONET

Tomorrow needn't be
"just another day"
if you know how to turn
life's routine into
an ever-new adventure

BY GRACE SHULTS DAVIS

YEARS AGO WHEN I WAS A SENIOR in high school, a certain man died in our town. Although no one liked him, everyone went to his funeral. Perhaps we felt sorry for him. He had lived each day going through the motions of dressing in the same suit, walking at the same pace to his place of business, going slowly and deliberately through the precise movements of opening the doors, and then posting himself, defensively aggressive, to meet all encounters of the day in a never-varying, stone-faced manner. Sitting there at the funeral, we could not help but think how this man had spent his life, killing each day in monotonous, gloomy repetition. Now that he had finally died, it seemed he had never lived.

A few days later, in our English class at school, we were given a happier example of how to live as we reviewed the joyful philosophy of one of those great men who will never die, Henry David Thoreau.

I never will forget that Monday morning in February when we discovered Thoreau. It was cold outside, but sun streaming through the classroom windows gave the room the feeling of a summer day.

"In starting Thoreau," our teacher announced, "let me give you first the thought that explains both his success as an author and his success in living. It is entered in his *Journal*, dated January 7, 1858."

She seemed to draw forth this bit of philosophy as if she were lifting a jewel from a treasure chest:

> **"These are true mornings of creation, original and poetic days, not mere repetitions of the past."**

I for one, and surely others of my classmates, too, reached out and grasped it as something to possess forever, a charm against the evil of dying day by day. Many times during the long years since that morning, by recalling it I have salvaged days that might have bogged down in the monotony of repetition.

There is so much routine that must of necessity be repeated in our daily living. We set our alarm clocks and get up each morning at an appointed hour. We must go about our tasks according to a fixed timetable: so do the rising and setting sun and the rotation of the constellations about Polaris. Things would be in a pretty mess if there were not a plan. Nevertheless, even within this fixed frame, each new day, as Thoreau discovered, can still be "original and poetic and not a mere repetition of the past."

Not too long after my marriage, a neighbor sat in my kitchen one day and remarked with a big sigh: "Dishes, diapers, drudgery—that's all there is to it that I can see!"

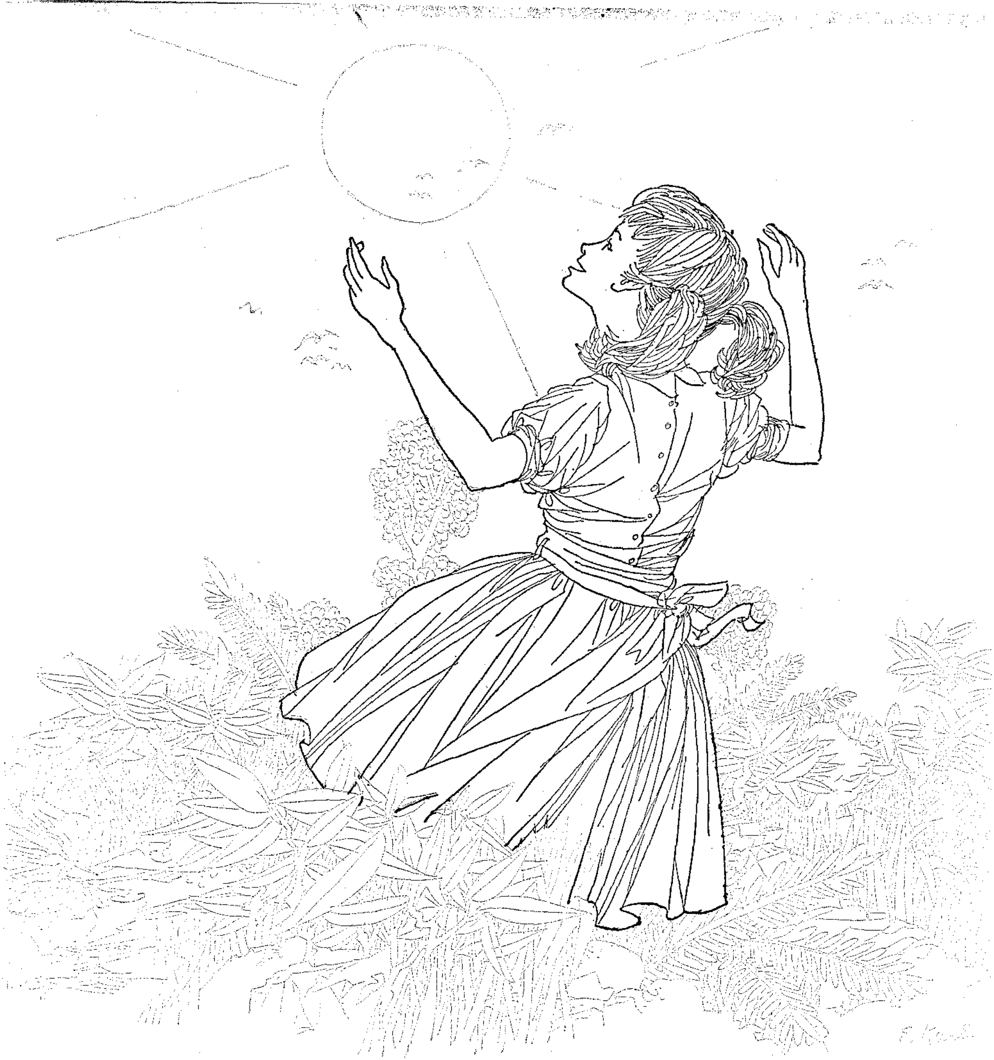
"Oh, no!" I protested.

"You'll find out!" she answered. "And never enough money!"

That was 30 years ago. I did find out—by raising the same number of children as the other lady, and with no more money than she had—that the dishes, diapers, drudgery and financial problems were incidentals, obscured by the joyous, dominating realities of life. Each new day presented its own adventure of living.

There were the inevitable troubles and sorrows along the way. But Life has a way of absorbing all these matters. That force we call Faith carries us across the rough spots that "try men's souls." It is true we usually find what we are looking for; if "new, original and poetic" experiences are our expectation, we will discover them right at hand.

It is easy to get bogged down in daily chores, "encumbered," like Martha in the Bible, "with much serving," and to forget the real values and purposes of living. One night after a long day of work, I



stepped into the living room to discover that my younger daughter, aged seven, had gone to bed leaving an untidy pile of magazines and papers in front of the fireplace.

Feeling cross, I began to pick up the litter. One sheet of paper bore the beginnings of a story (Kathy's favorite pastime was writing stories) entitled, "The Blue White Jewel." It began: "In a faraway land lived a beautiful princess in a glistening white palace." (I recalled she had come to me to ask about the spelling of *glistening*.) The setting down of the story had been interrupted by the sketching of a many-turreted palace—with little radiating dashes to indicate the shining whiteness.

I thought, "How typically childlike, writing of a glistening white palace in the midst of such a mess!" I made a mental note to speak to her about it in the morning.

Suddenly, through my tiredness, there penetrated to my consciousness the reminder that Kathy, in the freshness of childhood, was capturing something important that grownups often missed. The delight which she was experiencing was there for my sharing, too, if I did not carelessly choose to evade it. It was my cluttered spirit that needed tidying, rather than the fireplace rug.

A few years later when Kathy was in junior high school, I discovered her one morning hurriedly pressing a clean blouse at almost school time.

"Aren't you afraid you'll be late?" I asked.

"I didn't have anything to wear —and I *am* hurrying," she said.

"What you wore yesterday would have done," I told her. "Surely it isn't mandatory you wear an entirely different outfit every single day!"

She looked at me as if perplexed at my total lack of understanding.

"Can't you see, Mother," she announced, "that each day is new and fresh, and a person should start out new and fresh to meet it—not like yesterday done all over again!"

Kathy had not yet studied Thoreau; she was speaking simply from the depths of a child's unspoiled natural philosophy.

Surely, in the midst of our ordinary days we do not need to be thrown off the track of happiness by the minor distractions in home life or their parallel in shop, office or school. There is room—moments within Time's space—smile-sized interstices between seconds while we work—thinking time while we wait or ride or are manually occupied—not to mention the ten-minute breaks, noon hours, afternoons off, weeks of vacation—all yearning to include the fullness of living.

Whoever we are, whatever we do, we can enjoy the free-for-the-taking luxury of being happy about being alive, of being aware of the freshness of each new and original morning and moment, of making the most of each contact and opportunity.

I have a dear friend who was 94 on her birthday this last July. She has one of the most youthful outlooks I have ever encountered. Living now in separate localities, we communicate by letter. Radiating from her charming personality is evidence of how fully she has lived the days and minutes of her life.

One would not guess from any of her letters that, among other afflictions, she has total deafness, and the sight of only one eye. Writing last fall, this elderly friend referred to the "vivid scarlets, lemon yellows, oranges which make the autumn so brilliantly lovely," and she mentioned her earlier attempts to press leaves and vainly try to keep their "glory of color" which seemed to become dull upon drying. "But I did keep," she wrote, "the memory of how gorgeous the trees were just before they began to shake off the brilliant deaths of the leaves."

"I am glad you enjoy these things, too," she added. "You are storing up beauty to remember later; it is a good way not to go bankrupt of joy when the lonely years come." At 94, she is still finding each morning a new and fresh creation, and her "lonely years" have not been lonely.

I know what she means by the term, however. Finally in my life there has come the time I had been dreading, when, after the excitement of the final wedding which took the last of my children (Kathy, now grown) from the home nest to her own "glistening palace" of happiness, I sit alone in the home from which all my family has now departed. I find that the original and poetic days so thoroughly enjoyed and so completely lived have come back to bless me. Not that I am content to dwell in the past, but rather because time is continuous, and a past that is filled to the brim, day by day, enriches the present and the future.

I will not deny that it took a little while to adjust myself to a new pattern of life and activity, just as it did when I lost my husband in the earlier years. That can be understood. I am discovering anew, though, "real mornings of creation, poetic and original." There is now time to do many things that the busy routine of raising children and earning our living had not permitted.

To Henry Thoreau whose philosophy helped to guide me, to my wise English teacher who brought to my attention "true mornings of creation," to those dear friends who were living examples of happy, victorious ideas, to my children who blessed me in their young ways, I wish to say *Thank You* for saving me from the error of making each new day a mere repetition of the past.

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"The baby we *had* to have!"

BY LOIS SACHS JOHNSON
as told to Paul G. Neimark

They warned she could never adopt a child, but the instinct of motherhood gave her crippled body a strength that amazed her family and overcame all setbacks

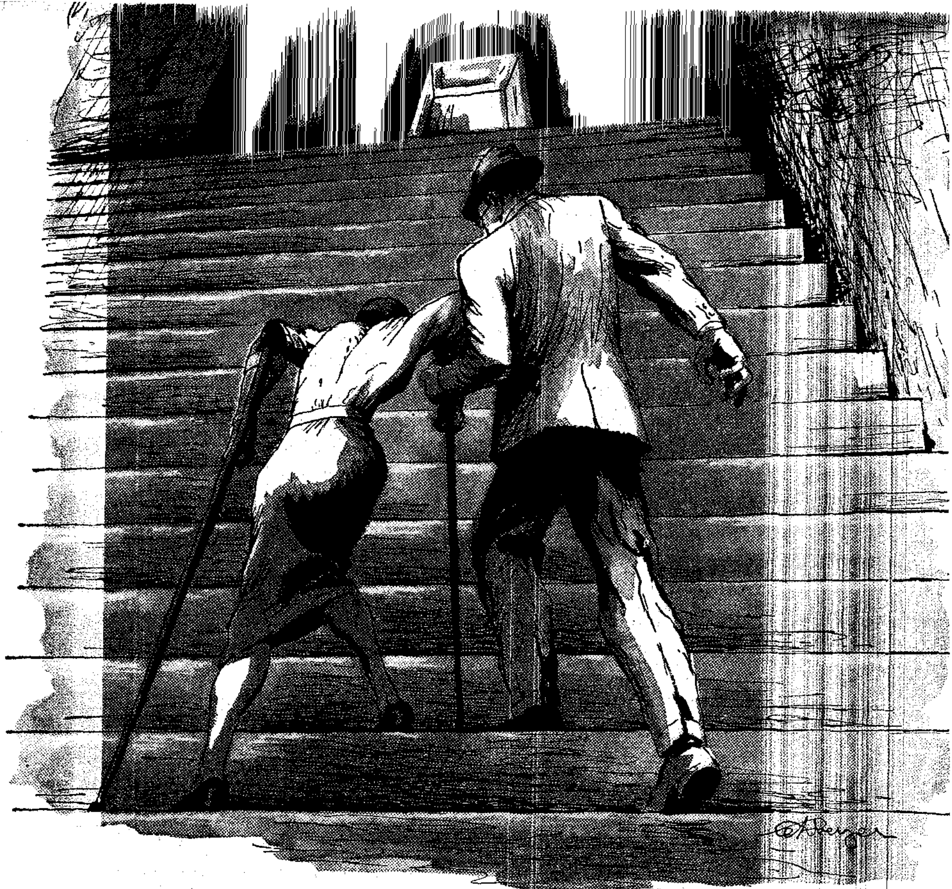
EARLY IN MY LIFE I learned that there were three things I could never do: drive a car, get married and have a child.

You see, I was born with cerebral palsy, and I need two canes to walk. Even then I only move at a snail's pace. But luckily, my father and mother spanked me, kidded me and loved me just as they did my non-handicapped sister. As a result I grew up ready to face the world rather than hide from it. Yet even my wonderful parents "realistically" warned me that I'd never be able to go farther than the corner drugstore without a friend driving me, and the subjects of marriage and a family were never even brought up, they were so out of the question.

At 21, however, when I learned how to drive a car, my parents were surprised. Their surprise turned to shock when I told them Dick Johnson (whom I had met at a cerebral palsy club meeting) had asked me to be his wife. Dick was a palsy victim, too. We knew that married life wouldn't be easy for us—but we were determined to be together.

Before too long, Dick and I were almost like any other young married couple—except that we didn't have a child. I knew that it was silly for me even to think about having a baby—my doctor had told me that it was next to impossible and much too dangerous for me. And I'd never heard of any other CP couple who had been allowed to adopt a child.

Nevertheless I wanted one. I felt deep down that Dick and I could learn how to care for it, just as we'd learned to do other things.



"In agony, I climbed all 17 steps—the thought of my baby driving me on."

Two years after Dick and I were married, I told my family that we were going to try to adopt a baby. The announcement brought strong and discouraging reactions.

"Don't start building up your hopes, Lois," my mother said gently. "The letdown will be too much for you. You *can't* adopt a baby."

But the objection which hurt most came from Dick. "Let's face it," he said. "They won't give us a baby."

My mind was made up, however. We were living in the suburbs of New York City then, so I called the first adoption agency listed in the telephone book.

"I'd like to inquire about adopting a baby," I said.

"Write us a letter," answered a stern female voice.

"Well, you see, my husband and

I have a little problem," I went on. "We both have cerebral palsy."

There was a moment's silence. "Then write us a *longer* letter," I heard the voice say.

I immediately dispatched a six-page, handwritten letter. Three days later I received a phone call. "Mrs. Johnson," the caller said, "this is the lady from the adoption agency."

"Y—yes?" I stammered.

"We're having a meeting of prospective parents this Friday evening. Would you and your husband care to come?"

Would we!

As soon as Dick arrived home that night, we drove right over to "case the joint," as he jokingly put it. But when we reached the agency, I got the shock of my life. Leading up to the door loomed 17 high stone steps —with no railing. To most people, this wouldn't have meant anything. To me, it meant that I was almost beaten before I started. Since my earliest memories I'd never gone up *any* steps without a railing, and never had I even *thought* of climbing so many of them at one time.

"Can't they come to our house?" Dick said, eying the stairs. "You can't make it up those steps, honey, even with me helping you."

I knew that the agency *would* come to us. But I also sensed that any deviation from the normal pattern might kill our chances. "I can make it," I told Dick.

That Friday night I swallowed my first Miltown tablet and off we went. We arrived half an hour early, and that's just about how long it took us to climb the stairs. Every step was agonizing, and once I came dangerously close to falling and breaking my neck—as well as ruining our chances for a child—but, finally, we got to the top. There were ten other couples at the meeting, and all were surprised to see Dick and me. Some were more hostile than surprised, however, since it soon became clear that there weren't enough babies to go around.

That night we were told that we would receive no further written word from the agency, unless to tell us we were rejected. Three days later I got a letter from the agency. It came on my 24th birthday.

When I looked at the envelope, I burst into tears. I think I felt worse at that moment than ever before in my life—and that covers some ground. Finally, I opened the letter. "It was delightful meeting you and your husband . . ." it began, and went on in the same vein—nothing at all about being rejected! The lady at the agency had broken the rules just to let us know we hadn't struck out.

"Honey," Dick said, "we must have a chance!"

WE WAITED six months after that —six long, trying months. The only way I could stand the waiting was to throw myself completely into preparing for "the baby." I flew back to Chicago, where my family lived, and spent seven hours in my uncle's store, testing baby buggies and high chairs. I learned that snap-on diapers and a button hook would be necessities for me; I couldn't handle safety pins. By the time November came, I had everything figured out—except for one small detail: how to get a baby.

Then one day a case worker from the agency called and asked us to come for our first private interview. For the next three months, we underwent the nerve-racking routines of joint and private interviews, obtaining references and getting complete physical examinations. Finally, the case worker called again and asked to come over for coffee.

When the hour finally arrived, I could hardly sit still and make small talk as she asked me about how I ran the house. But I was totally unprepared when she looked up from her coffee and said:

"Mrs. Johnson—Lois—I have the pleasure to tell you that you are an approved household."

Once again I broke down in tears—happy tears this time. Someday, sometime, Dick and I would have a baby! I was overwhelmed. And I guess the case worker was, too, because *she* burst into tears and we spent the next five minutes just sitting there, sobbing happily.

Dick was speechless when I told him the news. But when I called my parents long distance that night, they still had their doubts. "Don't count your chickens before they're hatched," they cautioned. But I knew better. Or I thought I did.

I got the big shock a week later when the case worker came to visit me again. She seemed to beat around the bush a little, then suddenly she asked, "Lois, will you take a handicapped child?"

I sat there, stunned. A handicapped baby! Oh, I could take it, yes. I would love it. But would it be fair to the baby to give it a handicapped mother and father on top of its own affliction? Yet could I dare to refuse the offer?

"I hope you understand this," I replied, summoning up all my courage. "But I don't think it would be fair to the child—and it would be too much for me to fight. Even with a normal baby, Dick and I will have our hands full. Not just physical problems, but problems with people who don't understand that those with cerebral palsy are basically no different from themselves."

"I see," she said. After she left, I wanted to cry again. But this time the tears wouldn't come.

Three days later the case worker called once more. "You'd better sit down, Lois," she said.

"Yes?" I whispered.

"You have a child," she said.

My first reaction floored her. "What's wrong with it?" I snapped.

"Nothing," she answered. "It's a perfectly formed, healthy little girl."

"Oh, my God!" I said.

That Friday we took two-month-old Ilene Sue Johnson home. Those first few days, the doorbell rang every five minutes. From seven in the morning until 11:30 at night, someone would either be outside "to borrow your hair dryer" or calling up "just to see what you thought of last night's TV movie." Actually, all these dear friends were fully expecting catastrophe, and this was their way of keeping tabs on me—and Ilene Sue.

But now that I had my baby,

there were problems I hadn't anticipated. The first one was giving Ilene a bath. I could lean on my canes while washing her in a bathinette, but what if one cane slipped on the wet floor, and I had to let go of her? I shuddered when I thought about it. I knew that both grandmothers would be more than happy to come and stay with us, but I also knew that I didn't want "Grandma taking over." So I put them off. The baby could get along with sponge baths for awhile, but that bothered me. I wanted my daughter to be as clean as the little girl next door.

This was one of many times when people reached out to help me. A childless couple moved in across from us, and the wife turned out to be a public health nurse who loved children. We got to talking and she ended up giving the baby a bath twice a week!

Another crisis I hadn't foreseen came one night when Ilene had just learned to turn over by herself. Dick and I were getting ready for bed when we suddenly heard a breath-stopping *thump* in the baby's room. We stared at each other in horror.

"Oh, no!" I gasped. "I forgot to put the side of the crib up!"

I was in Ilene's room even before Dick. She was on the floor, crying with fright—but in one piece. As I picked her up in my arms, I realized that Dick was staring at me with an astonished look on his face.

"Do you know you ran in here without your canes?" he said. I looked down at myself in shocked surprise. But when I thought about it later, it wasn't so incredible. In a way, it all fitted in with our getting Ilene. Naturally, Dick and I have always had to work very hard for everything we've gotten as individuals. We worked twice that hard for the baby, and we feel that somehow she's a gift from a higher force.

Not that Dick or I believe in the kind of God who does things *for* you; we don't. We never just prayed for Ilene—we *worked* for her. But we *do* believe that whatever power lies in people that makes them *know* they can achieve happiness will also help them succeed—if they'll only try hard enough. Ilene is the proof of it for us, and walking without my canes was just one more example.

A fews months later, Dick was transferred to Chicago. By the time we got settled there, Ilene was crawling and big enough to get in the bathtub with me. I soon learned that she was also big enough to crawl into the toilet. I'll never forget the day I heard the splash from the bathroom. I grabbed my canes and hurried there, my heart in my throat; I knew that I wouldn't make it in time if she'd gone in head first. She hadn't. The only casualty was a wet pair of pajama bottoms! After that, I kept the door closed.

One thing I realized after she started crawling was that my voice had to be more important than other mothers'. When I say *no*, it has to mean *no*, because I can't rush over to bail her out of trouble. She doesn't always stop when I say the magic word, but she has learned to listen long enough for me to reach her. Once in a great while, I'll trip and have to pick myself up laboriously.

But it doesn't disturb her. It just distracts her from her shenanigans, and she watches me, wide-eyed, while I gather myself together.

Actually, Ilene has taught me that babies are pretty adaptable. Dick, for instance, can't hold her over his shoulder very well. So he's always made a kind of seat out of his arms, and she sits in it with her back to him. Ilene has not only learned to like sitting this way when she's picked up, but now she refuses to be held any other way by strangers.

My baby is over a year old now—last January she became legally ours—and I feel that most of the big problems are out of the way. There'll be new ones, I'm sure. When Ilene gets old enough to play by herself outside—and when she's old enough to ask me why I'm not like other mothers and Dick like other fathers—there will have to be new answers and new solutions.

Frankly, I don't know what these answers will be. Dick and I often talk about this, but we agree that some of the specifics will just have to be played by ear.

When a child is young, you can't give medical explanations. But the future doesn't worry us. First, we're having too much fun. And second, I think problems are a part of life. The important thing is that you solve them yourself.

One day a week, my mother comes over and takes care of Ilene while Dick and I work with other cerebral palsy victims. The other day Dick and I were trying to convince a 16-year-old boy, handsome and far less afflicted than either of us, that he could go out into the world like anyone else. Dick told him if he needed proof, to look at us.

"But you're *different*," he said.

"Yes, we are," I answered. "But we're *different* because no one ever let us think we were different. That's what you've got to learn."

Needing two canes and four minutes to get from the living room to the kitchen doesn't have to stop anybody from being a mother. Once you do it, you find you want to add to your accomplishments. Now we are thinking about adopting another child. If it's a boy, his name will be David. If it's a girl, we'll call her Anne.

AND PEPPER, TOO?

THE YOUNG CANDIDATE for Congress was campaigning in an area which was particularly hostile to his party. One evening, midway through his speech, a ripe tomato came sailing from the balcony, struck the candidate in the chest and dropped at his feet.

Without losing his composure, the speaker picked up the tomato, held it up for the audience to see and remarked, "I take these things with a grain of salt."

—SIDNEY BRODY (*Wall Street Journal*)

human comedy

Following a rather heavy dinner, the rotund guest was asked by his hostess if he would care for a second helping of apple pie.

"No, thanks," replied the guest. "I'm driving."

The hostess looked surprised. "How," she asked, "would another helping of apple pie affect your driving?"

Came the reply, "I can barely slide behind the wheel as it is."

—HAROLD SPRING

A visitor had left a quarter for my six-year-old niece, Bonnie, and there was a bit of discussion as to what she should do with it.

"Why don't you give it to the Red Cross?" suggested her father.

"I thought of that," said Bonnie thoughtfully. "But I think I'll let the ice-cream man give it to the Red Cross."

—MAXWELL ROSENZWEIG

The bank officer was surprised to see the ne'er-do-well son of a rich man come in with a sizable check from his father. "I thought he'd cut off your allowance and gone to Florida," the official said.

"That's right, but I telephoned him long-distance and asked for a loan. He said it was the first time I'd ever called him without making it collect, and he was so touched he said I could have the money."

"Well, that call must have made the old man happy," the banker replied.

"Yes," the son sighed, "and I just didn't have the heart to tell him I was phoning from his office."

—THEODORE R. THOMAS

A woman was leading her young daughter across the street in the middle of the block, during rush-hour traffic. Suddenly the loud-speaker of a police safety car blared:

"Little girl, will you please show your mother how to cross the street?"

—FRANCES BENSON

While studying for a fourth grade Social Studies test, a small boy came to this sentence: "The Swiss are a thrifty people."

"Mother, what does 'thrifty' mean?" the fourth-grader asked.

"Oh, careful—saving—like your father," his mother replied.

Next day, the youngster presented his mother a perfect test paper, except for one sentence. Circled in red was: "The Swiss people are tite wads."

—LOIS TERRY

ANSWERING THE DOORBELL one morning, I saw a new neighbor's four-year-old son.

"Hello," he said, "are there any children, pets or toys in your house?"

—HARRY MUSSER (*New York Sunday News*)

THE PRESIDENT OF a Western railroad once made a trip over a division with his private car coupled to the end of the train. After the trip was completed, he cornered the engineer.

"On that stretch of new track back there," he said, "the train orders specified your maximum speed to be 54 miles an hour."

"That's right," said the engineer, shuffling nervously.

"How fast did you go?" asked the president.

"Forty-five," replied the engineer, a little more nervously.

"I have a speedometer in my car," the president said, "and I was going 65 miles an hour."

"Well, I'll be danged," said the engineer. "I didn't see you pass us."

—MYRA CHASEN

RECENTLY I DROVE my three children into town for some ice cream. When I couldn't find a parking place in front of the ice cream parlor, I parked farther up the street in front of the liquor store and left the children in the car while I went for the ice cream.

To the amazement of the people within earshot, on my return four-year-old Jimmy shouted from the car window, "Here comes Mommy with a pint."

—ANN CULLINANE

ONE AFTERNOON RECENTLY a woman carried her bag of groceries out of an Ottawa, Canada, shopping center, made off across the parking lot, then returned with a distraught look and used the pay telephone. A few minutes later a taxi drove up and the driver asked, "Where to, lady?"

"Just drive around the parking lot," the baffled shopper ordered, "until I find my car."

—*Maclean's Magazine*

MOTHER DISCOVERED her little daughter fighting with the boy next door. After parting them she lectured her daughter.

"Next time," she said, "I don't want you hitting Johnny back. Remember that you're a lady. Out talk him!"

—MARIE H. BREWER

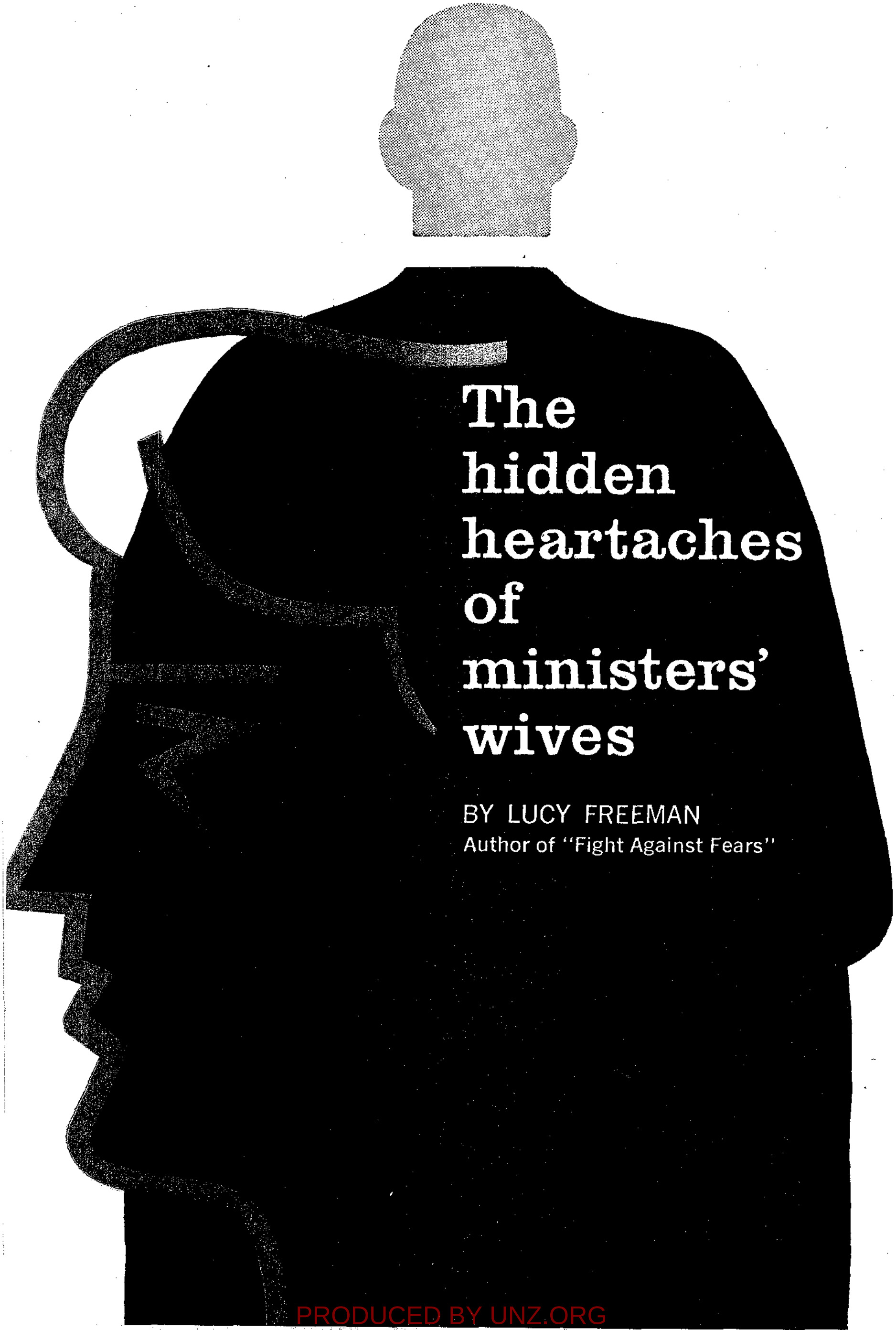
A PASTOR RECEIVED a call from a larger church, a better and more remunerative pastorate. He replied that he would prayerfully consider the matter and give his decision in a few days. A short time later the pastor's small daughter was asked if her father had decided to accept the offer.

"I don't know," was the reply. "Daddy's still praying but mother has our things nearly all packed."

—NORMA BRONWELL

WHEN THE CITY AUDITOR of Carthage, South Dakota, sent out notices for dog licenses addressed to the dogs, one pet owner followed the lead. He sent back a check for the license signed with the paw print of his dog.

—HERMAN E. KRIMMEL



The hidden heartaches of ministers' wives

BY LUCY FREEMAN

Author of "Fight Against Fears"

Expected to practice more than their husbands preach, many must make *perfect* homes; raise *perfect* children, live *perfect* lives—on less than living wages; often without love or understanding

TEARS stinging her eyes, the slender woman in the dark brown dress mounted the stone steps of a house in Los Angeles. Reluctantly she pressed the bell. The door opened and a man smiled at her and said, "You're right on time." ■ At first the woman was silent, then she explained apologetically, "I went through months of torment before I made up my mind to come to you. It wasn't easy." ■ "I know," the man said sympathetically. She looked pleased that he understood. ■ He was a psychiatrist. She was a minister's wife. ■ Today, more and more ministers' wives are seeking help for psychological conflicts. Is it that they are suffering more emotional breakdowns? This is the picture painted by the Rev. Bill G. West, minister of the First Baptist Church, Okmulgee, Oklahoma, who said recently: "Every meeting of preachers brings word of another minister's wife who is on the brink of a mental and emotional collapse." ■ The minister's wife goes through all the struggles of other wives—but she also faces special perils. Like the doctor's wife, she can rarely call home or husband her own. "I'm a church widow," announced one minister's wife living in a Chicago suburb. "I only see my husband a few hours a week. I share him with his parishioners, his committees and his work." ■ The minister's telephone, like the doctor's, rings at all hours. One midnight not long ago, a minister's wife was awakened by a call from a female parishioner who shrieked, "I'm going to kill myself this minute by swallowing sleeping pills. I'm too depressed to keep on living." The minister dressed hurriedly and raced out of the parsonage to stop the frenzied woman.

He talked with her for two hours and she finally promised she would not commit suicide. He arranged that she come to the church for counseling until she recovered from her depression.

But the minister's wife faces another hazard spared even the doctor's wife. She is judged far more severely than any other woman in the community. She must be the very model of a model wife, a caricature of conventionality—especially in small towns.

She may be bitterly censured if she dares an occasional drink in public. She cannot wear too much make-up or a dress that is too tight or too low-cut in the neckline. She is looked upon with horror if she wears slacks or shorts when she goes shopping.

She is supposed to practice far more than her husband preaches. The demand that the minister's wife, like Caesar's, be above suspicion, covers the buried feeling that she is really a hateful woman. Dr. Smiley Blanton, psychiatrist, explains it: "The minister is given the respect and love of his parishioners—which we will call emotional transference—a powerful factor in his work. Strangely enough, the wife usually gets what we call negative transference. The more the parishioners like the minister, the more critical they are of his wife."

One wife said bitterly to a psychiatrist in Chicago, "My husband's parishioners resent me like fury. I'm sure they would kill me, if they could."

"You're absolutely right," the psychiatrist agreed. "They hate anyone who takes him away from them. . . . . If you can accept it as that, instead of taking it personally, you'll mind it much less."

The minister's wife also must live with her husband in the focus of gossip. The community is an audience for every detail of their life. Their children are supposed never to misbehave, their home to be eternally spotless. "When the parishioners come to the parsonage, their eyes dart around my parlor to spy just one errant speck of dust so they can go home and crow that I am a poor housekeeper," declared a minister's wife living in Miami.

This "fishbowl" existence may produce anger which the minister's wife is apt to deny to herself, let alone others. "Her self-image is such that she must always be loving, so she can't express her anger in any way—can't even permit herself to *feel* she is angry," claims Harold Greenwald, psychologist.

Another possible reason for anger is revealed by preliminary findings of a study of ministers' wives being conducted by Boston University School of Theology. A number mentioned their jealousy over the amount of time that their husbands spent with other women, listening to their troubles and soothing them with advice.

Beyond most wives, the minister's wife must be frugal to make ends meet on her husband's abysmally low salary. A National Council of

Churches study shows the average cash salary of Protestant ministers is about $4,500 for a 60-to-80 hour week. Although more than 90 percent reported they received free housing, many of the parsonages were old, large and drafty, incurring enormous heating bills and lacking modern conveniences.

Two-thirds of the ministers had gone into debt, mainly to send their children to college and to meet medical and automobile expenses. Many of their wives went to work to help pay the bills. This increases hardships since the wives are still expected to maintain the home and take care of the children. In most communities the minister's wife teaches Sunday school and/or helps with the social affairs and/or serves on committees—all without pay.

UNDOUBTEDLY THERE ARE thousands of ministers' wives who are able to handle the special pressures, who love their husbands and enjoy their standing in the community. Psychiatrists and clinics, such as the American Foundation of Religion and Psychiatry in New York, see only those who feel tormented and have decided to try to free themselves of unhappiness.

The Foundation, founded by the Rev. Norman Vincent Peale and Dr. Blanton, operates a nonprofit psychiatric clinic, to train ministers and doctors in "religiously oriented psychotherapy," and to conduct research as to the best way religion and psychiatry can work together.

Many ministers and their wives have come to the clinic for help. One wife, whose husband served a parish in upstate New York, confessed to the counselor she was miserable because her husband, a gentle, passive man, allowed the deacons of the church to bully him.

"He feels he should martyr himself to the limit in the cause of the Lord," she said. "So I have to cook on an old coal stove. The water is pumped from a well. My kitchen has no cupboards. How can I care for two children and keep house under these dreadful conditions?"

She revealed that $5,000 had been willed by a deacon to the church for any use it wished, but her husband had never dared ask for a cent of it. The counselor helped the minister to realize the suffering he was inflicting on his wife. Thus, the man found the courage to obtain from the deacons a gas stove, running water and cupboards.

The clinic gives guidance to the minister's wife who may need help with sexual problems. These women, often brought up in a highly religious atmosphere, tend to think of sex as a necessary evil. Many complain of frigidity and unresponsiveness. Such women are not helped by marrying a man who has little knowledge of a woman's emotional and physical needs and who may be "awkward and blundering," as some ministers are, says Dr. Blanton.

"Sex is not the most important thing in the world, but couples with a satisfactory sex relationship have a better chance of a happy marriage," he holds. "So many church couples have the idea that sex is only for having children. The enjoyment and the sacramental aspect of sex completely escape them."

One barrier to a happy marriage and enjoyment of sex is the feeling of "omnipotence," of being all-powerful with unlimited authority, which some ministers possess, according to Arthur Tingue, associate director of the Foundation. "This leads them to rule their homes with an iron hand and prevents them from seeing their wives as partners who share equally the problems of the family," he says.

Many ministers' wives are likely to become very disenchanted during the first years of marriage, Tingue believes. Their ideals are higher than the average wives'. They expect more from their husbands who are supposed to be devoid of the vices of the common man. As one wife put it, "I didn't expect a man of God to have clay feet."

One son of a minister, now receiving psychological help, confessed, "My father preached love from the pulpit every Sunday, but he exploded in temper tantrums at my mother and me every night during the week."

Some ministers show only coldness to their wives. Said one about her husband, "He lets the parishioners express all their demands, but when anyone close to him makes a request, he withdraws." Said another: "There is no real warmth in my home. My husband doesn't seem to care about me or the children. It's as though he has a need for a detached, distant relationship with us."

Receiving help, she realized she was a dominating woman who tried to control her husband, even demanding explanations when he was five minutes late. He rebelled by withdrawing. As she gave up her desire to boss, he responded by sharing more of himself with her.

The minister's wife, perhaps more than any other, feels that even if her marriage is unbearable, she should not divorce her husband. This would hurt the community's image of him, on which his job depends. But clerical divorces are increasing, indicate some authorities. Incompatibility and mental cruelty are given as the two main causes.

As she receives psychological help, the minister's wife realizes it takes two to create marital unhappiness. She asks herself why she chose a man with the problem of omnipotence, why she must live in such frugality, why she has an excessive need to please everyone, with little chance to express her own personality.

One minister's wife in Milwaukee moaned, "Why did I marry such a Godlike man, one who knows all the answers—a dictator?"

"A good question—why did you?" asked the psychiatrist.

After months of soul searching she admitted she had not resolved her childhood feelings about her parents whom she thought omnipotent, as all children do. She had been demanding of her husband what he could not possibly give—the love of the overidealized parents. As she was able to stop making such demands, their life together became more pleasurable.

Another minister's wife confessed,

after several sessions with a psychologist in Boston, "I married a man whose life was wrapped up in saving others and who I thought would also save me from all my wicked impulses. Now I see that nobody can ever ask anyone else to 'save' him. He *must* do it himself."

Some ministers' wives face the problem of infidelity, either their husband's or their own. A wife came sobbing to the office of a psychologist in New Orleans, explaining, "I just discovered my husband is having an affair with a rich widow in his parish. I don't see how I'm going to take it after all our years together."

During the months she received help, she discovered she had practically driven him out of the manse—she was always complaining of fatigue, held him off sexually, rarely listened to his problems, berated him for not earning more money. She changed her behavior. Without a word, her husband also changed. He stopped seeing the widow.

Ministers' wives will have it a little easier in the future. Many theological schools are now giving courses in psychology. This means ministers will have a better understanding of the role of emotions in their own lives.

But the minister's wife will still have to depend primarily on herself to solve her own problems. Says the Rev. George Anderson, director of Manhattan's Academy of Religion and Mental Health: "If she is a responsible person, she will want to be loyal to the high teachings of her religion, yet above all, she must be a human being. She must not allow anyone to take this from her."

The happiness of the minister's wife is a matter of concern not only to her and her husband but also the congregation. If their attitude contributes to her unhappiness, they also will suffer. They may lose their minister if she feels so miserable that she will persuade him to leave this parish. If he does not actually depart, he may partially withdraw in spirit, becoming far less effective as a minister because her unhappiness is reflected in his life and work.

When a woman tries to fit herself or be fitted into a mold, there is bound to be psychological pressure. The minister's wife is more likely than other wives to find herself in this dilemma. She cannot ignore the people of the community her husband serves. But she can quietly and firmly allow them to know that she has a mind and convictions of her own. They will respect her all the more for her courage.

REPTILIAN REPARTEE

Police chief	copperhead
Any snake the morning after	cottonmouth
Mathematician	adder
Smoking mathematician	puff adder

—LEO BAMBERGER

Who's to blame for high health insurance costs?

BY FRED J. COOK

After receiving a surgeon's bill of $150 for an appendectomy performed on his son, a San Francisco worker decided it was time to join a health insurance plan. A few months later, the twin of the boy was also stricken with appendicitis. The same surgeon was called in to perform the same uncomplicated operation in the same hospital, and the father, noting that his new policy allowed $150 for appendectomies, congratulated himself that *this* time he was protected. ■ When the bill came, the father was stunned. It was for $300. He still had to pay $150 out-of-pocket. The only effect his insurance had was to double the size of the surgeon's fee. ■ This true story illustrates a little-known aspect of one of the great problems of our times—the tremendous rise in medical costs. Obviously, many factors, such as higher wages and more expensive equipment, have helped drive all health costs upward. But at the center of the situation are the health insurance plans and—above all—the doctors.

Some 128,000,000 Americans now carry some form of voluntary health insurance. The best-known plans are Blue Cross, a nonprofit plan covering hospital costs, and Blue Shield, set up by county and state medical societies to cover costs of surgery. Both organizations are splintered into dozens of widely differing local plans, and both are geared to cover only services performed in a hospital. Here is where the doctors have a crucial influence on our medical bills and insurance rates.

Each unnecessary hospital admission, each unnecessary operation increases the hospital burden, and is reflected in hospital costs that have leaped 105 percent in ten years, four times the rise in the cost of living. And each boost in hospital costs means higher rates for health insurance. Doctors individually are responsible for the admission of hospital patients, and doctors collectively dominate the boards of most hospitals and have it within their power to halt abuses. Much evidence indicates that they exercise this power imperfectly.

Let's examine some of the abuses that have been charged to the medical profession and the manner in which they affect the health bills all of us must pay.

Unnecessary hospitalization "We have a patient in our hospital now," one hospital worker told me, "who came in diagnosed a coronary. Yet all his tests are kidney tests." This is typical of the kind of dodge Blue Cross limitations encourage. Blue Cross won't pay a person for diagnostic tests in a doctor's office.

Prolonged hospital stays In a three-year survey just concluded, the University of Michigan estimates that one and two-day overstays may add as much as $15,000,000 annually to hospital bills in that state—resulting in higher health insurance rates. Some overstays are encouraged by insurance procedures. As a patient recovers, the expense of care drops and the hospital begins to make money. If it can keep the patient a little longer than absolutely necessary, it can make up for what it lost on him at the start.

Unnecessary operations There are far more tonsillectomies and appendectomies among people covered by insurance than among the uninsured. One study, by Dr. Warren F. Draper, medical director of the United Mine Workers Welfare and Retirement Fund, revealed a high percentage of operations on insured miner families was unnecessary.

Costly drugs Dr. Walter Modell, a pharmacological expert of Cornell University, estimates that 75 percent of the 150,000 drugs now in use are expensive formulas that have poured onto the market in the last ten years. It is difficult for the average physician to obtain "knowledge and experience" with each. It is inevitable, says Dr. Modell, that with the increase in new drugs come mounting adverse drug reactions.

He cites an instance in which one out of every 20 persons in a large hospital was there to recover from the "well-intentioned use" of improper drugs.

One of the most graphic examples of the power doctors wield over the most rapidly rising single item in the whole health field—hospital costs—occurred in 1956 in Allentown, Pennsylvania. The Sacred Heart Hospital there faced a crisis. Every bed was filled. Extra beds had been set up in every cranny, and still there was a six-weeks waiting list for admission. Hospital officials had just begun a study of the problem when they were confronted with a shocking incident. An emergency patient was brought to the hospital but no bed was available!

The hospital's executive board named a committee to investigate. It found that doctors were obliging their patients who pressured the physicians to use influence to get beds for them. Patients who were in no danger suddenly became "emergency" cases only to secure hospital beds. Patients were staying too long because prepaid insurance was footing the bill. Patients whose real need was diagnosis were occupying beds they did not require so that Blue Cross would pay. Doctors were discharging patients late in the day when they might easily have been discharged earlier. Needless days were being wasted by doctors who were "tardy" in answering calls for consultations.

Two doctors were assigned to enforce a reform program. Each morning they reviewed admissions. They started a drive to get rid of "boarders." They demanded that doctors give immediate consultations, that X rays be taken before noon on the day of admission, that patients leaving the hospital be checked out by 11 A.M. To keep the hospital staff informed, a list was posted naming the doctors who infringed the new rules, and the doctors were warned that, if their names appeared on the list three times, they would face disciplinary action, including the unprecedented threat of withdrawal of practicing rights in the hospital.

The results were dramatic. No doctor's name made the list three times. In less than four months, the Sacred Heart Hospital had cut the waiting time for admissions from a minimum of six weeks to a maximum of three days. The "backlog" of urgent and emergency cases waiting for admission dropped from more than 100 to zero.

Two years passed, and then, in 1958, Pennsylvania's five Blue Cross plans asked for heavy rate increases. Insurance Commissioner Francis R. Smith of Pennsylvania held a series of hearings, studied more than 3,000 pages of testimony, and read the medical profession a stern lecture.

He warned that rate increases would soon price health insurance "beyond the reach of the citizens of our Commonwealth who need it most, the retired, the aged and those in the lower income groups." He praised Sacred Heart's achievement and complained that nowhere had the Allentown example been followed. He cited the testimony that there was at least a 14 percent "overuse" of hospital facilities and that, in cases where Blue Cross or other insurance could be tapped, this overuse doubled. He criticized medical societies for their failure to discipline members for such abuses —as "admitting Blue Cross members to hospitals where such hospital care is unnecessary simply because the hospital bill will be paid by Blue Cross and the doctor is more likely to obtain his fee." And, though he granted rate increases, Smith warned that he would frown on further rate relief unless the Blue Cross, the hospitals and the medical profession did some rigid self-policing.

This decision spurred action on several fronts. The Pennsylvania Medical Society ordered a study of the doctor's role in hospital utilization. Hospitals set up examining boards on the Allentown pattern. Blue Cross plans pressed for more rigid controls. The result: Pennsylvania has had no further Blue Cross rate increases in three years, and yet, according to Commissioner Smith, the financial condition of the Blue Cross plans in the state actually has improved. It is an achievement that contrasts sharply with the situation in neighboring New York State where, in the same three years, three annual rate increases hiked Blue Cross rates 100 percent.

Since hospital costs eat up an estimated 23 cents out of each health dollar, according to the latest figures compiled by Health Information Foundation, and are rising at a steeper rate than all other health services combined, the Pennsylvania experience would seem to have broad national significance. It proves that rigid self-control in hospitalization could save millions of dollars for voluntary health insurance plans. There seems to be general agreement among experts that hospital usage could be cut by 20 to 28 percent.

UNDERLYING the whole issue are what appear to be definite inadequacies in the Blue Cross-Blue Shield system. The combination fails to provide full health protection, and loopholes in the contracts lead to abuses. Diagnostic expenses are not covered unless a patient is in a hospital; yet, as Dr. Basil MacLean, former president of Blue Cross says, "It's a lot cheaper to treat patients on the hoof than between the sheets." Blue Shield pays its stipulated fees directly to the doctor, but in most cases allows him to charge as much as he pleases above the Blue Shield scale.

Dr. MacLean, a much respected figure in the field of medicine as past president of both the American Hospital Association and Blue Cross, is convinced that the answer must be found in more comprehensive coverage. Such coverage is now provided, in some sections of the nation, by group health plans. Under such plans a group of doctors, each a specialist in his own field, contracts to furnish *full* medical service at a flat rate to members of a large labor union, a large body of municipal workers, etc. Many doctors in such group practices are salaried. All medical treatment is paid for by group insurance. There may be a slight extra charge for house calls during certain hours.

The quality of group medical services has been a hotly debated issue within the ranks of medicine. Without attempting to discuss this thorny problem here, it should nevertheless be noted that several surveys have shown hospital admissions tend to drop some 20 percent under group practice.

New York's HIP (Health Insurance Plan), the brain child of the late Mayor Fiorello H. LaGuardia, insures large groups of municipal workers and union members for full medical services; hospitalization costs are met through standard Blue Cross policies. Though HIP is now seeking an increase, which averages to 23.4 percent, the first in eight years, its two-person family contract even under the new proposal would be $114 a year. This includes office visits for regular ailments, full payment for diagnosis and surgery. It may also include house calls.

In 1955, under a grant from the U.S. Public Health Service, Paul M. Densen, research director of HIP, found that HIP hospital admissions averaged 77.4 for each 1,000 persons enrolled; the Blue Shield rate was 95.8, a difference of 18.4 percent. The Blue Cross-Blue Shield rate for tonsillectomies was twice that of HIP. Appendicitis cases registered 2.3 per 1,000 for HIP; 3.34 per 1,000 for Blue Shield.

The importance of such findings is clear. If hospital usage could be reduced 20 percent, the savings would run high into the millions. Donald B. Straus, an HIP vice president, addressing a New York labor-management conference on hospital care, stressed that such a reduction in 1959 would have saved New York Blue Cross subscribers some $35,000,000 in hospital bills. Such a cut would lead to additional savings in the long run through the reduction of capital costs for new or expanded facilities.

Though hospital administrators and the general public bear a share of responsibility for insurance abuses, it is the doctor who dominates the field of medicine. It is largely within his power to effect important savings to his patients at virtually every level of treatment.

MONEY MATTERS

WE'VE FINALLY FIGURED out why Robin Hood robbed only the rich—the poor had no money!

—RUTH ADAMS

THERE ARE MUCH MORE important things in life than money. Trouble is, they all cost money.

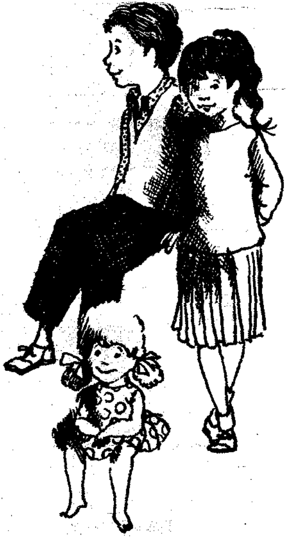
—ELIZABETH COOPER

INFLATION IS WHEN everybody is so rich that no one can afford anything.

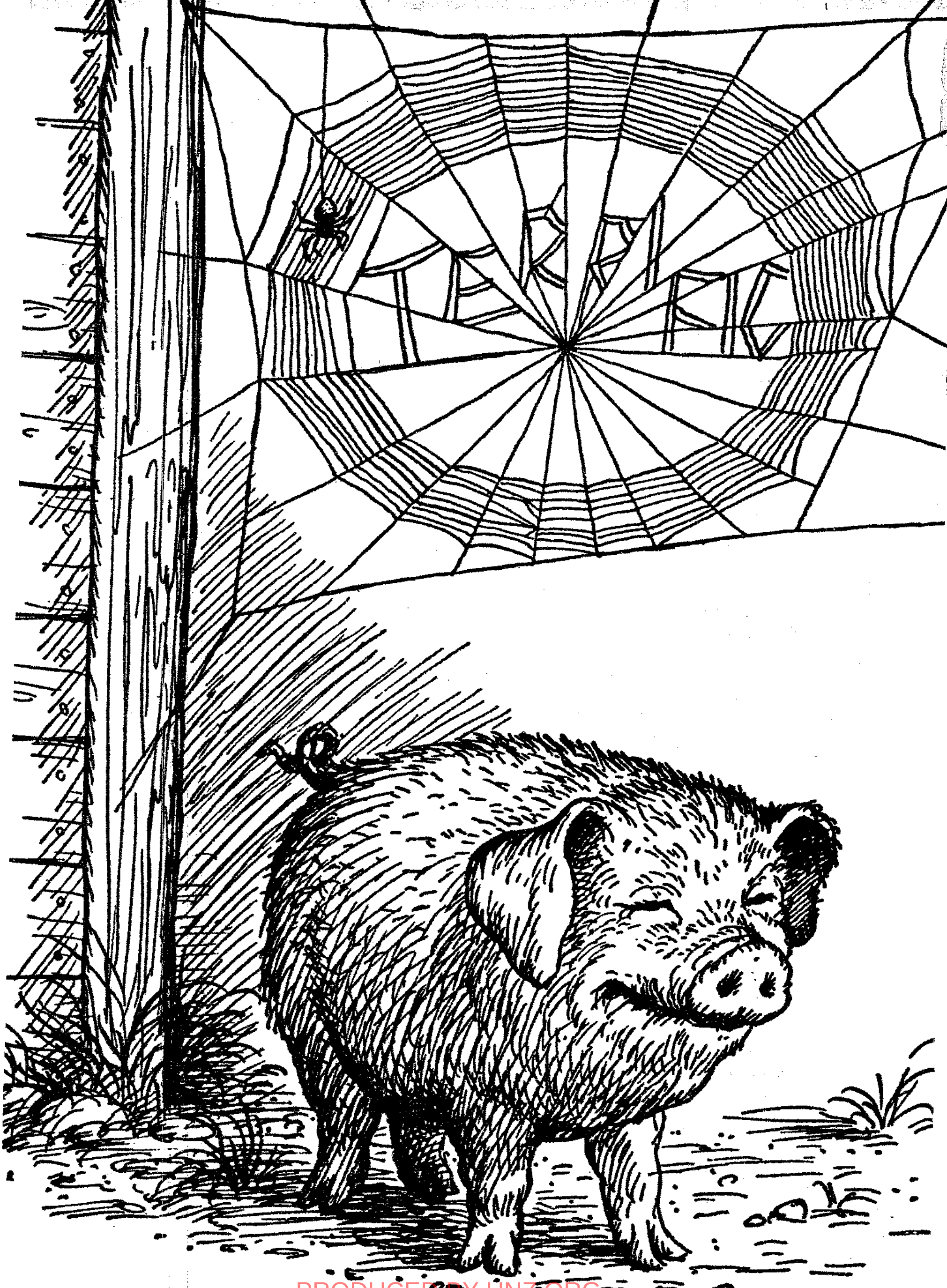
—BRUCE WATSON

KIDS' CLASSICS

The honor roll of
great children's books
is as richly
varied as a child's
imagination.
But only a few can be
called true
classics. Here are
excerpts from
some of these favorites.
Read them to
yourself—and to the
youngsters—and
enter again childhood's
magic world.



Haas

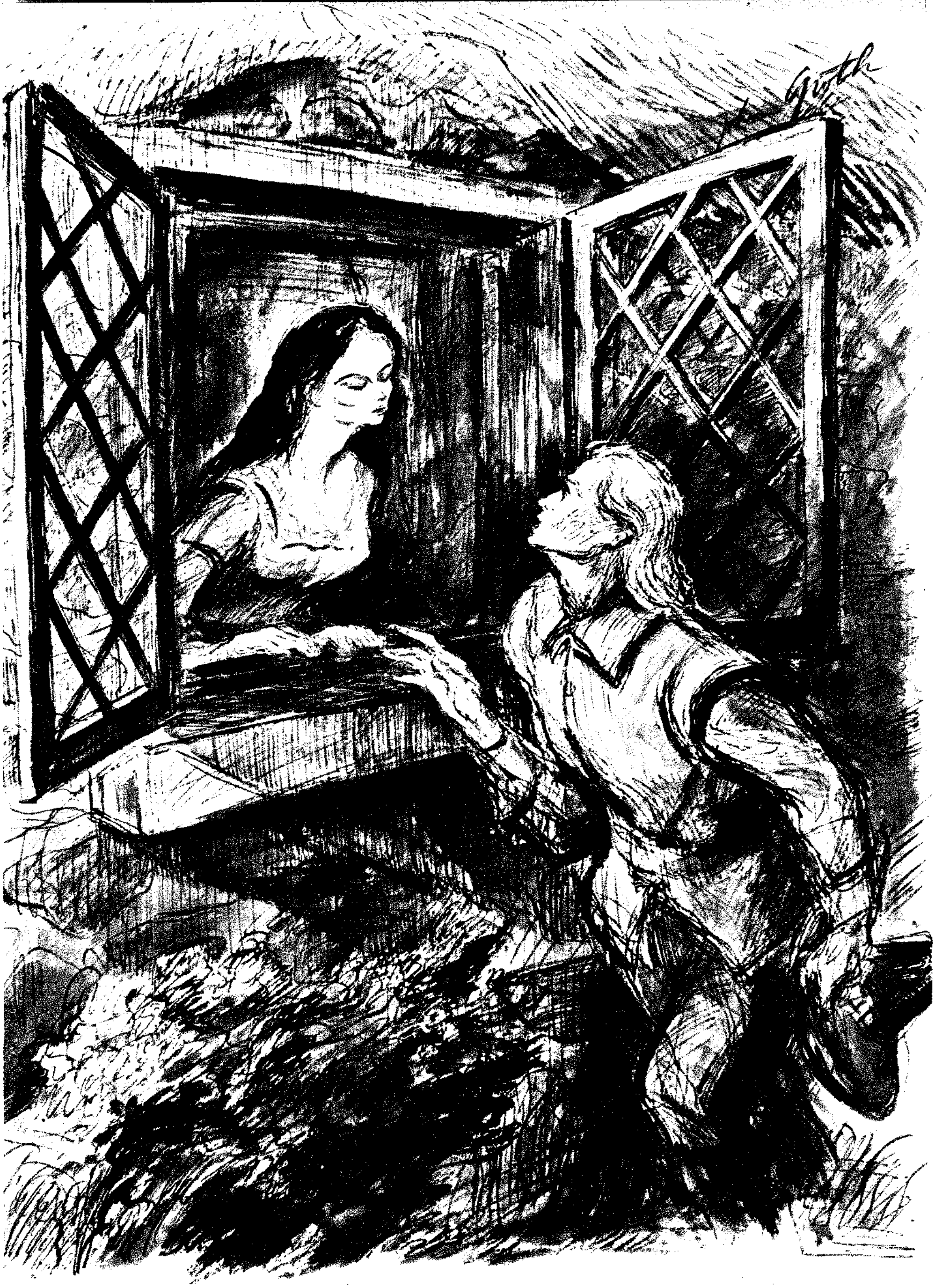


From "Charlotte's Web," copyright 1952 by E. B. White. Reprinted by permission of Harper & Brothers.

CHARLOTTE'S WEB

BY E. B. WHITE ILLUSTRATED BY GARTH WILLIAMS

Far into the night, while the other creatures slept, Charlotte worked on her web . . . When it was completed, she felt hungry. She ate a small bug that she had been saving. Then she slept. Next morning, Wilbur arose and stood beneath the web. . . . When Lurvy arrived with breakfast, there was the handsome pig, and over him, woven neatly in block letters, was the word TERRIFIC. . . . Lurvy rushed and called Mr. Zuckerman. Mr. Zuckerman rushed and called Mrs. Zuckerman. Mrs. Zuckerman ran to the phone and called the Arables. . . . Everybody stood at the pigpen and stared at the web and read the word, over and over, while Wilbur, who really *felt* terrific, stood quietly swelling out his chest. . . .



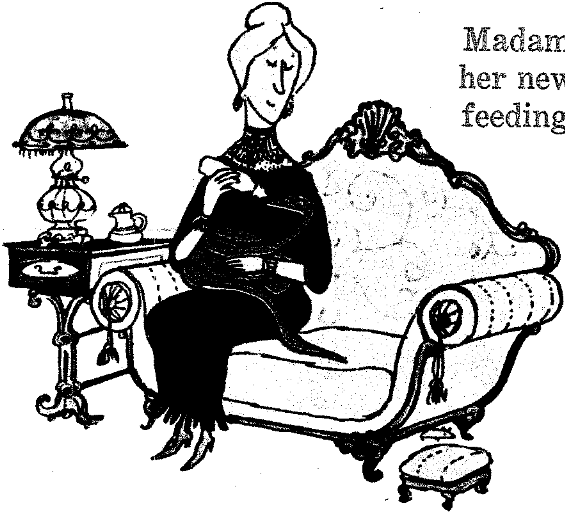
LORNA DOONE
R. D. Blackmore

LORNA DOONE

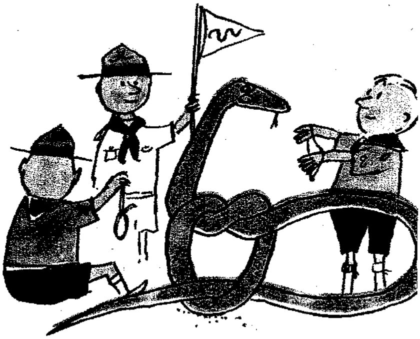
BY R. D. BLACKMORE ILLUSTRATED FOR CORONET BY JOHN GROTH

"Fear not, John," she whispered sadly, and my blood grew cold at it: "I have means to stop him; or at least to save myself. If you can come within one day of that man's getting hold of me, you will find me quite unharmed. After that you will find me dead, or alive, according to circumstances, but in no case such that you need blush to look at me." Her dear sweet face was full of pride, as even in the gloom I saw: and I would not trespass on her feelings, by such a thing, at such a moment, as an attempt at any caress. I only said, "God bless you, darling," and she said the same to me, in a very low, sad voice. . . .
One thing was quite certain—if Lorna could not have John Ridd, no one else should have her.

CRICTOR BY TOMI UNGERER ILLUSTRATED BY AUTHOR

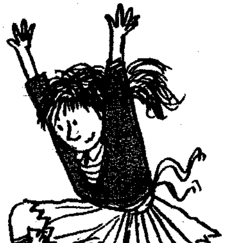


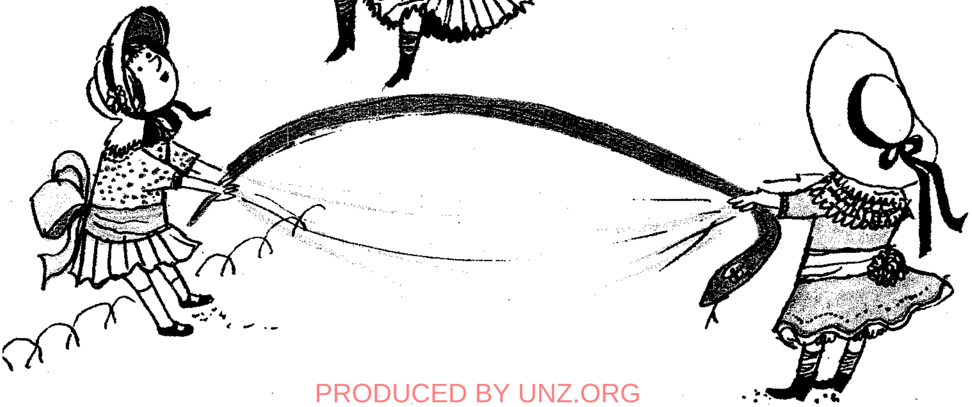
Madame Bodot mothered
her new pet,
feeding it bottles of milk.

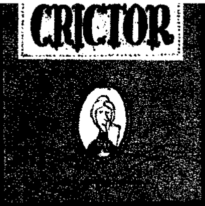


The boa liked to play...
with little girls.

He helped the
boy scouts learn knots.







delights youngsters with his deceptively childlike ability to give a bizarre twist to a routine situation. In his prize-winning "Crictor," he performs the miracle of making a boa constrictor seem lovable—a feat he has since duplicated with an octopus and a bat. His series on those endearing pigs, the Mellops, is also a great favorite.

From "Crictor," copyright © 1958 by Jean Thomas Ungerer.
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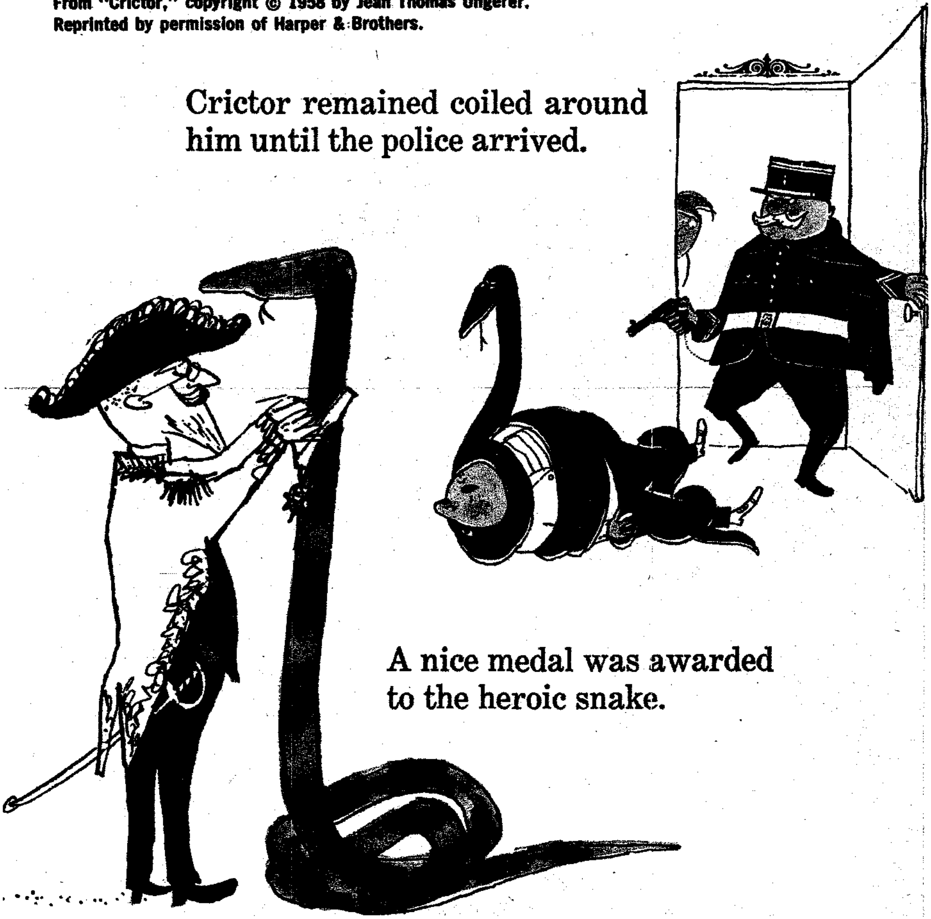
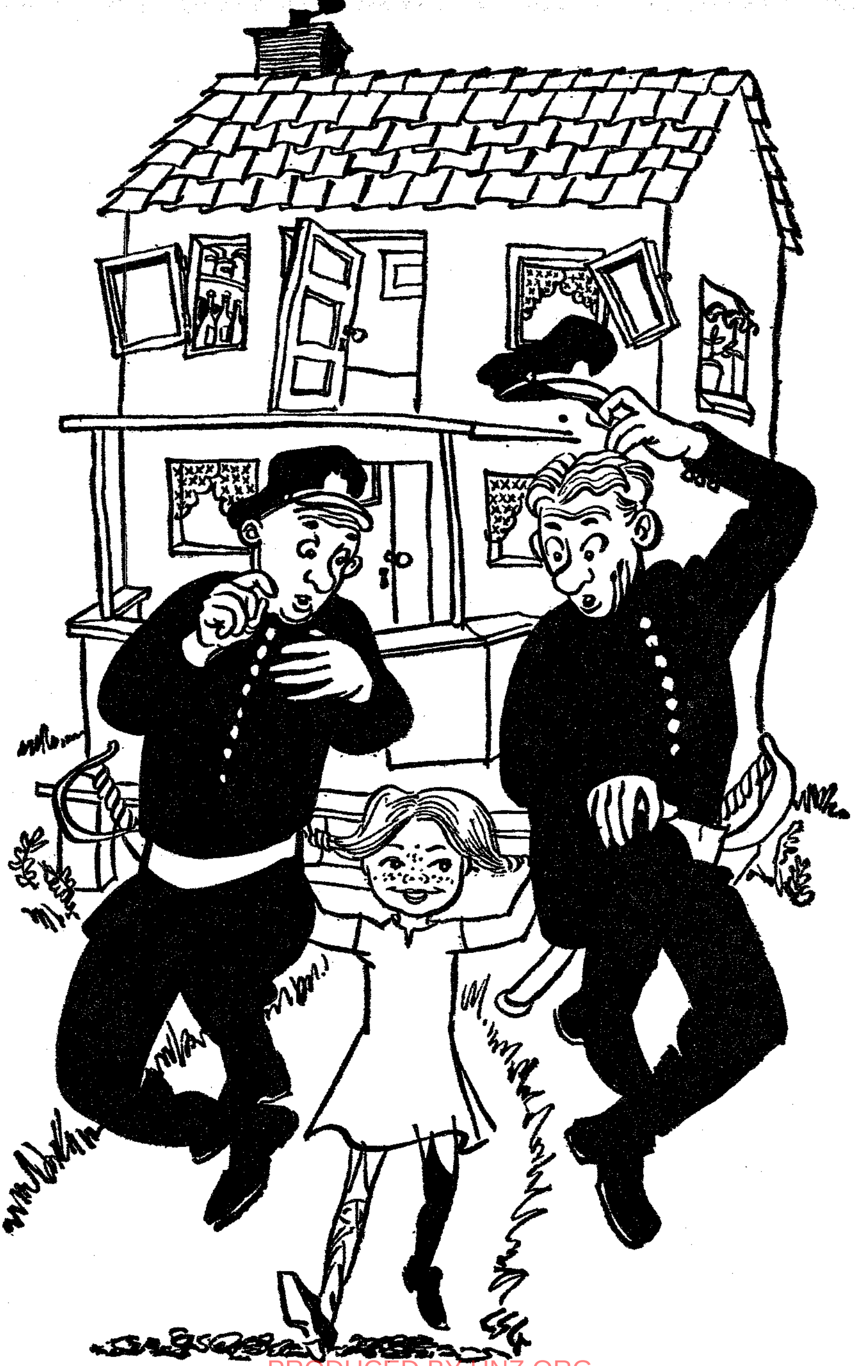


Crictor remained coiled around him until the police arrived.

A nice medal was awarded to the heroic snake.



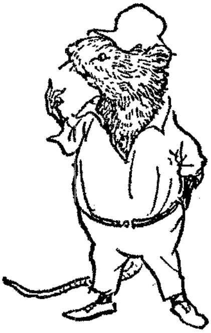
PIPPI
LONGSTOCKING
ASTRID LINDGREN

From "Pippi Longstocking" by Astrid Lindgren, copyright 1950 by The Viking Press, Inc. Reprinted by their permission.

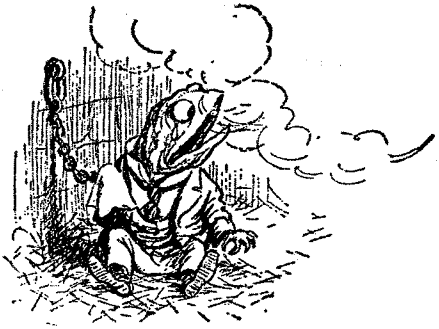
PIPPI LONGSTOCKING

BY ASTRID LINDGREN ILLUSTRATED BY LOUIS S. GLANZMAN

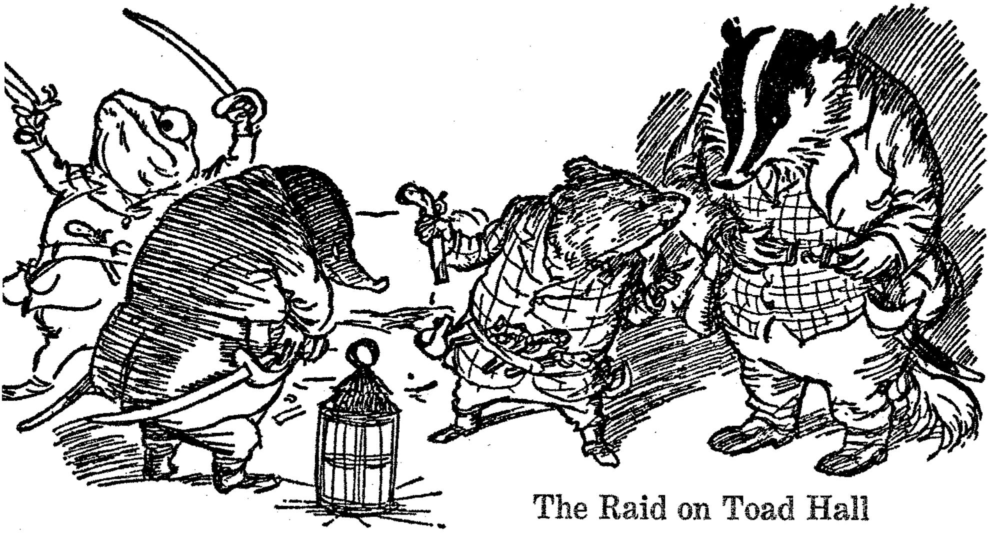
It soon became known . . . that a nine-year-old girl
was living all by herself . . . so all
the ladies and gentlemen decided that the little
girl must immediately be placed in a
children's home. . . . One lovely afternoon . . . two police
officers . . . came in through the gate.
"Hurray," said Pippi . . . "Policemen are the very best
things I know. Next to rhubarb pudding."
But then one of the policemen . . . went up to her and
took hold of her arm . . . "Oh, no, I'm sorry,"
said Pippi. Then she took hold of the policemen by
their belts and carried them . . . out through
the gate and onto the street. . . . Then she said, "They
weren't what I mean by real policemen . . .
Altogether too much talk about children's homes. . . ."



The Rat

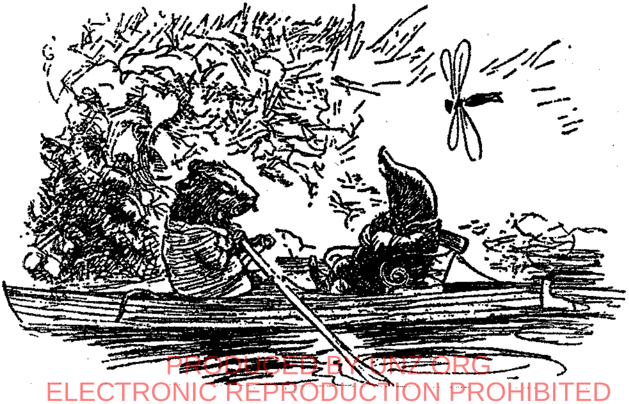


Mr. Toad



The Raid on Toad Hall

"Ratty! Please, I want to row."



From Golden Anniversary Edition of "The Wind in the Willows," by Kenneth Grahame,
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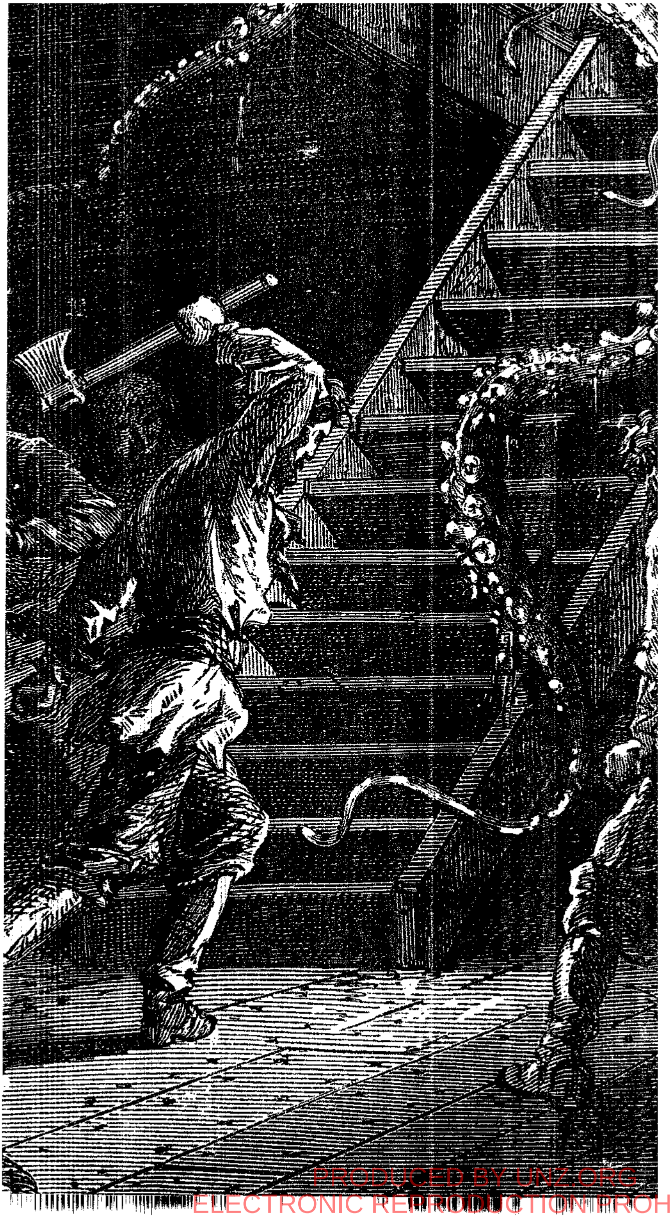
THE WIND IN THE WILLOWS

BY KENNETH GRAHAME ILLUSTRATED BY ERNEST H. SHEPARD

When it began to grow dark, the Rat, with an air of excitement and mystery...proceeded to dress them up for the coming expedition....First, there was a belt to go round each animal, and then a sword to be stuck into each belt, and then a cutlass on the other side to balance it. Then a pair of pistols, a policeman's truncheon, several sets of handcuffs, some bandages and sticking-plaster, and a flask and a sandwich case.... When all was quite ready, the Badger took a dark lantern in one paw, grasped his great stick with the other, and said, "Now then, follow me! Mole first, 'cos I'm very pleased with him; Rat next; Toad last. And look here, Toady, don't you chatter... or you'll be sent back, as sure as fate!"



TWENTY THOUSAND LEAGUES UNDER THE SEA
By JULES VERNE

20,000 LEAGUES UNDER THE SEA

BY JULES VERNE

Before my eyes was a horrible monster, worthy to figure in the legends of the marvellous. It was an immense cuttle-fish . . . eight yards long . . . watching us with its enormous staring green eyes. Its eight arms . . . were twice as long as its body, and were twisted like the furies' hair. One could see the 250 air-holes on the inner side of the tentacles. The monster's mouth, a horned beak like a parrot's. . . . Its tongue, a horned substance. . . Its spindle-like body . . . a fleshy mass that might weigh 4,000 to 5,000 lbs. Yet . . . what vitality the Creator has given them! what vigour! . . . I went toward the Captain. "A curious collection of poulps?" I said. "Yes, indeed . . .," he replied; "and we are going to fight them, man to beast."

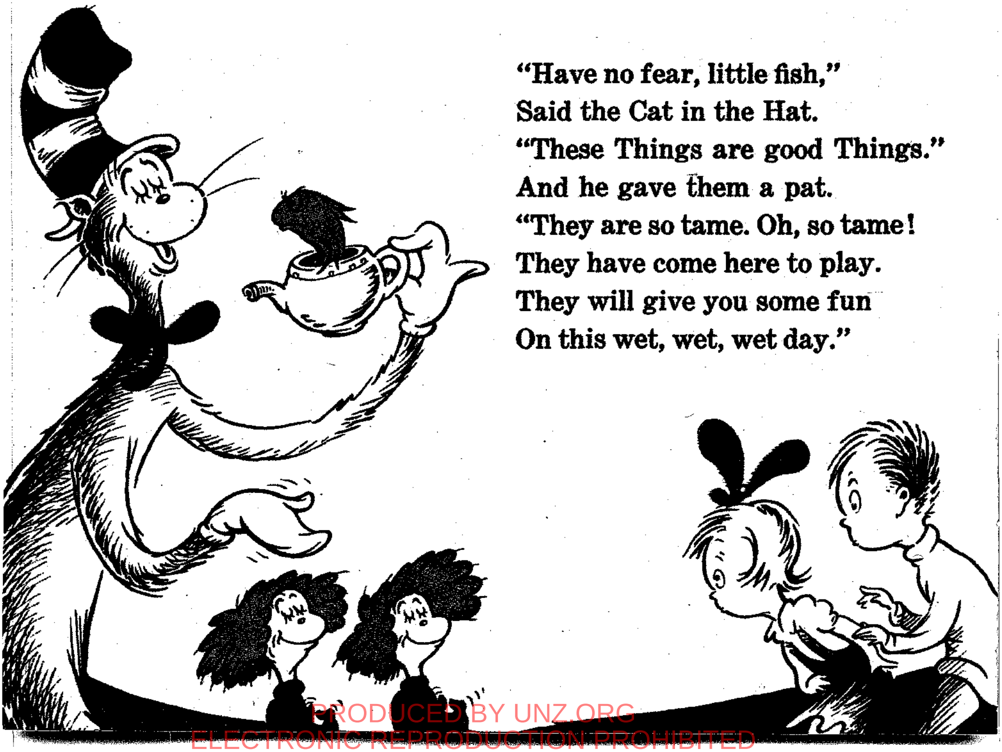
HAT
By Dr. Seuss

popular children's author today (20 books, all hits). Youngsters seem to prefer his gay drawings and wild humor to cut-and-dried instruction. "The Cat in the Hat," perhaps his biggest seller, is designed for beginner readers and uses a vocabulary of only 223 basic words.

From "The Cat in the Hat," text and pictures © copyright 1957 by Dr. Seuss. Reprinted by permission of Random House.

THE CAT IN THE HAT

BY DR. SEUSS ILLUSTRATED BY AUTHOR



"Have no fear, little fish,"
Said the Cat in the Hat.
"These Things are good Things."
And he gave them a pat.
"They are so tame. Oh, so tame!
They have come here to play.
They will give you some fun
On this wet, wet, wet day."

CORONET'S GUIDE TO GOOD CHILDREN'S BOOKS

Compiled with the help of the Children's Services Division of the American Library Association, Chicago; Children's Book Council, Inc., New York City; Children's Book Club, Columbus, Ohio; Children's Book Guild of Washington, D. C.; Child Study Association of America, Inc., New York City; "The Library Journal," New York City; The Literary Guild of America, New York City; and the Central Children's Reading Room of the New York Public Library.

PRESCHOOL TO FOURTH GRADE

THE REAL MOTHER GOOSE (Kindergarten to 3rd Grade), ill. by Blanche Fisher Wright (Rand McNally, $2.95) The beloved nursery rhymes, colorfully illustrated.

THE TALE OF PETER RABBIT (K-2), by Beatrix Potter (Warne, $1)
Original edition of a 50-year favorite.

CHANTICLEER AND THE FOX (1-4), ill. by Barbara Cooney (Crowell, $3)
1959 award-winning adaptation of tale by Chaucer.

FROG WENT A-COURTIN' (K-2), by John Langstaff; ill. by Feodor Rojankovsky (Harcourt, $2.95) Rollicking picture version of famed ballad.

PUSS IN BOOTS (1-3), ill. by Marcia Brown (Scribner, $2.95)
The renowned cat who runs his master's affairs.

CINDERELLA (1-3), ill. by Marcia Brown (Scribner, $2.95)
Winner of 1955 Caldecott Medal as year's best children's picture book.

A LITTLE HOUSE OF YOUR OWN (Preschool), by Beatrice S. de Regniers; ill. by Irene Haas (Harcourt, $1.95) A child's own secret house.

LOVE IS A SPECIAL WAY OF FEELING (PS-1), by Joan Walsh Anglund (Harcourt, $1.75)
Picture book on how we show and recognize love.

THE LITTLE HOUSE (1-3), by Virginia L. Burton (Houghton, $3.25)
A country house and the people who live in it.

SONG OF THE SWALLOWS (K-3), by Leo Politi (Scribner, $2.95)
A boy rings the bells welcoming the swallows back to San Juan Capistrano.

MADELINE (K-3), by Ludwig Bemelmans (Viking, $3.50)
First in famous series about a piquant girl's Parisian adventures.

PANTALONI (PS-4), by Bettina (Harper, $2.50)
An Italian boy's search for lost dog. Beautifully illustrated.

THE LITTLE ENGINE THAT COULD (K-3) by Watty Piper; ill. by G. and D. Houman (Platt & Munk, $1.25) The engine that thought he could—and did!

THE LITTLE AIRPLANE (K-2), by Lois Lenski (Walck, $2)
Adventures of Mr. Small.

THE STORY ABOUT PING (PS-3), by Marjorie Flack; ill. by Kurt Wiese (Viking, $1.75)
A Chinese duck's odyssey on Yangtze River.

MILLIONS OF CATS (PS), by Wanda Gag (Coward, $2.50) Charming picture book about a man with more cats than he can handle.

THE STORY OF FERDINAND (K-4), by Munro Leaf; ill. by Robert Lawson (Viking, $2)
Classic about the flower-loving bull who wouldn't fight.

THE WORLD OF POOH (PS-3), by A. A. Milne; ill. by E. H. Shepard (Dutton, $4.95)
Includes both "Winnie-the-Pooh" and "The House at Pooh Corner."

IMPUNITY JANE (1-3), by Rumer Godden; ill. by Adrienne Adams (Viking, $2.50)
A lovely story about a doll's travels.

MAKE WAY FOR DUCKLINGS (PS-3), by Robert McCloskey (Viking, $3)
The Mallard family creates a fuss searching for a home in Boston.

THE TRAVELS OF BABAR (PS), by Jean de Brunhoff (Random, $1.50)
A baby elephant's fanciful adventures.

THE HAPPY LION (K-3), by Louise Fatio; ill. by Roger Duvoisin (Whittlesey, $2.50) A lion leaves the zoo and roams a French town.

LITTLE TOOT (K-3), by Hardie Gramatky (Putnam, $3) A lighthearted young tugboat.

A HOLE IS TO DIG (PS), by Ruth Krauss; ill. by Maurice Sendak (Harper, $1.50) A collection of a child's definition of words.

CURIOUS GEORGE (K-4), by Hans A. Rey (Houghton, $3.25) A mischievous little monkey. Part of a series.

DICK WHITTINGTON AND HIS CAT (K-4), ill. by Marcia Brown (Scribner, $2.50) Familiar tale of boy seeking fortune in London. Attractive pictures.

A BOOK ABOUT GOD (K-4), by Florence M. Fitch; ill. by L. Weisgard (Lothrop, $2.50) "Where is God?" A poetic, nonsectarian explanation.

GRADES FOUR TO SIX

NEW ILLUSTRATED JUST-SO STORIES (4-6), by Rudyard Kipling; ill. by Nicolas Mordvinoff (Doubleday, $2.95) How elephant got its trunk, etc.

THE ARABIAN NIGHTS (4 up), ed. by Andrew Lang; ill. by Vera Bock (Longmans, $3) Classic stories of fantasy and high adventure.

THE BOYS' KING ARTHUR (6-8), ed. by Sidney Lanier; ill. by N. C. Wyeth (Scribner, $4.50) Knights of the Round Table ride again.

SOME MERRY ADVENTURES OF ROBIN HOOD (5 up), by Howard Pyle (Scribner, $2.95) Arrows and derring-do in Sherwood Forest.

ALICE'S ADVENTURES IN WONDERLAND AND THROUGH THE LOOKING GLASS (4 up), by Lewis Carroll; ill. by John Tenniel (Grosset, $1.95) Possibly the greatest children's book.

THE WIZARD OF OZ (5 up), by L. Frank Baum; ill. by Evelyn Copelman (Grosset, $1.95) Follow the yellow brick road to fantasyland.

SWISS FAMILY ROBINSON (5-8), by Johann D. Wyss (Grosset, $1.95) A resourceful family marooned on a desert island.

THE PRINCESS AND THE GOBLIN (4-6), by George MacDonald; ill. by Nora S. Unwin (Macmillan, $3) Brave youngsters outwit evil goblins.

BLACK BEAUTY (4-6), by Anna Sewell (World, $2.50) An enduring classic about a loyal boy and his horse.

HEIDI (4-6), by Johanna H. Spyri; ill. by Agnes Tait (Lippincott, $3.50) The story of a young girl of the Alps—an 80-year-old classic.

THE ADVENTURES OF TOM SAWYER AND THE ADVENTURES OF HUCKLEBERRY FINN (5 up), by Mark Twain (Platt & Munk, $2.95) Escapades of two lads in frontier America.

REBECCA OF SUNNYBROOK FARM (4-7), by Kate Douglas Wiggin (Grosset, $1.50) Famous tale of a growing girl.

LITTLE WOMEN (4 up), by Louisa May Alcott (Grosset, $1.95) Sentimental classic about Civil War family that kept home fires burning.

PETER PAN (4-6), by James M. Barrie; ill. by Nora S. Unwin (Scribner, $2.95) Peter, Captain Hook and the Lost Children in Never-Never Land.

THE ADVENTURES OF PINOCCHIO (3-6), by C. Collodi (Grosset, $1.95) A long-nosed puppet comes to life.

THE VOYAGES OF DOCTOR DOLITTLE (3-6), by Hugh Lofting (Lippincott, $3.95) The wild adventures of doctor who understands animal language.

PAUL BUNYAN (4-6), by Esther Shephard; ill. by Rockwell Kent (Harcourt, $3.75) The legendary lumberjack of the North Woods.

PECOS BILL AND LIGHTNING (4-6), by Leigh Peck; ill. by Kurt Wiese (Houghton, $3.75) Tall tales of a fabulous cowboy.

HOMER PRICE (3-6), by Robert McCloskey (Viking, $2.75) Funny stories of a Midwestern boy.

THE MOFFATS (4-6), by Eleanor Estes; ill. by Louis Slobodkin (Harcourt, $3.25) Adventures of a sprightly Connecticut family.

LASSIE COME HOME (4 up), by Eric Knight (Holt, Rinehart & Winston, $2.95) Famous saga of a gallant collie.

HORSES, HORSES, HORSES (4 up), by Phyllis R. Fenner, ed.; ill. by Pers Crowell (Watts, $2.95) 18 exciting horse stories.

BAMBI (5 up), by Felix Salten (Grosset, $1.50) About the best-loved deer in the forest.

BIG TIGER AND CHRISTIAN (5 up), by Fritz Muhlenweg; ill. by Rafaello Busoni (Pantheon, $4.95) Two lads face danger in the Far East.

MARY POPPINS (4-7), by Pamela L. Travers; ill. by Mary Shepard (Harcourt, $3) Too-good-to-miss story of a delightful nursemaid and her wards.

THE LITTLE HOUSE IN THE BIG WOODS (4-7), by Laura I. Wilder; ill. by Garth Williams (Harper, $2.95) Outstanding story of a log-cabin family.

CADDIE WOODLAWN (4-6), by Carol R. Brink; ill. by Kate Seredy (Macmillan, $3) Escapades of a red-haired Wisconsin tomboy.

STUART LITTLE (4-6), by E. B. White; ill. by Garth Williams (Harper, $2.50) Fantastic adventures of a city mouse.

MR. POPPER'S PENGUINS (4-6), by R. and F. Atwater; ill. by Robert Lawson (Little, Brown, $3.50) Modern classic about a man and his odd pets.

DANIEL BOONE (4-6), by James Daugherty (Viking, $4) Award-winning true story of the great forest trail blazer.

PADDLE-TO-THE-SEA (4-6), by Holling C. Holling (Houghton, $3.75) A canoe trip from the Great Lakes to the Atlantic.

SEVENTH GRADE UP

TREASURE ISLAND (7 up), by Robert Louis Stevenson; ill. by N. C. Wyeth (Scribner, $4.50) A boy against Long John Silver and his pirates.

CAPTAINS COURAGEOUS (7 up), by Rudyard Kipling (Doubleday, $2.95) A spoiled youngster achieves manhood on a dangerous fishing voyage.

IVANHOE (9 up), by Walter Scott (Dodd, $3.50) When knighthood was in flower.

GULLIVER'S TRAVELS (7 up), by Jonathan Swift (World, $2.50) Classic tale of a fantastic journey among pygmies and giants.

BOB, SON OF BATTLE (7-9), by Alfred Ollivant (Grosset, $1.50) An heroic collie defends his flock amid the Scottish highlands.

MY FRIEND FLICKA (7-9), by Mary O'Hara (Lippincott, $3.95) A child and a pony grow up together on a Western ranch.

THE YEARLING (7 up), by Marjorie K. Rawlings; ill. by N. C. Wyeth (Scribner, $4.50) A boy and a fawn in backwoods Florida.

THE WITCH OF BLACKBIRD POND (7 up), by Elizabeth Speare (Houghton, $3) Romance and sorcery in Puritan New England.

JOHNNY TREMAINE (7-9), by Esther Forbes; ill. by Lynd Ward (Houghton, $3.50) A young apprentice plays a key part in the American Revolution.

ROBINSON CRUSOE (7-9), by Daniel Defoe; ill. by N. C. Wyeth (Scribner, $4.50) A castaway on a desert isle.

PENROD (7-9), by Booth Tarkington (Grosset, $1.50) Adventures of a small-town boy.

DAVID COPPERFIELD (7 up), by Charles Dickens; ill. by George Cruikshank (Dodd, $3.50) A touching Dickens classic.

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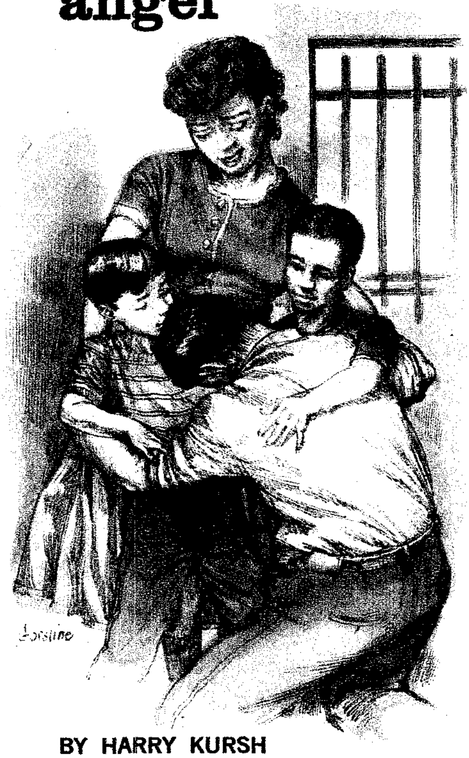
San Juan's prison angel



BY HARRY KURSH

Her tireless devotion softens hardened criminals —and sets their spirits free

One day eight years ago, blonde, blue-eyed Sally Olsen arrived in Puerto Rico's Old San Juan to spend a few weeks on assignment from a New York church working with Sunday school children. In a matter of days she found herself in the Rio Piedras penitentiary, among some of the island's incorrigible criminals, and she has been there ever since.

Sally Olsen has done no wrong. She has become the prison's volunteer chaplain and, so far as anyone knows, is the world's only woman chaplain serving an all-male penitentiary. The results have astounded penologists. Inmates with unbroken records of hostility have been paroled in her custody or purely on her recommendation. Only one, a hardened gunman, violated his parole and was returned to prison. Even he was given a second chance on Sally's word. Today he owns a home, has a good job and is a pastor in his church.

The prison's warden, Capt. Gerardo Delgado, hails Sally Olsen's efforts as the "greatest social work ever seen in Puerto Rico, probably the only work of its nature in the world." He credits her with having reduced violation rules of the prison by some 90 percent. The prisoners call Sally *el angel de los presos,* the prison angel, and address her as *madrecita,* little mother.

Sally Olsen's only regular duty is holding Sunday services. But she visits the prison seven days a week, every week of the year, bringing a comb or toothbrush for a new prisoner, helping an illiterate with a letter or delivering a message of love to a waiting wife or sweetheart.

She had to persevere through rebuffs and suspicion to win the confidence of her hard-boiled flock. The bluntest challenge came from a "lifer" named Manuel. When Sally urged him to have faith in God, he would angrily order her from his cell. Manuel screamed one day, "What good is God! I am here behind bars, forever. Somewhere, out there, are my children. God doesn't even tell me where they are. Find them, bring them to me and then I'll believe in God!"

Sally had never heard Manuel mention a family. Now, in a burst of bitterness, he told how his wife had deserted him after his last jailing and abandoned their two boys, aged six and eight, somewhere in San Juan's teeming slum, "El Fanguito," where 30,000 souls crowd in shanties built over mud flats.

As the cell door clanged behind her, Sally could hear Manuel's mocking laughter. Sally prayed, then plunged into the labyrinth of El Fanguito. Day after day, she went from one shack to another, asking about Manuel's boys. Some people turned silently from her. Others slammed doors in her face. Finally, a man in El Fanguito told her where the children were. She took them to her home, dressed them in clean clothes, then walked them to the jail.

As Sally entered Manuel's corridor, a child clutching each of her hands, a hush fell over the cell block. A guard had gone ahead to open Manuel's cell door. The father dashed out, saw his children and fell to his knees. Embracing the boys, with his arms around Sally's knees at the same time, tears rolling down his cheeks, he sobbed, "Oh, God, dear God. I have found my children, at last. I have found *you*, God."

About a year later, Manuel was paroled. He remarried, and he has never missed one of Sally's Sunday school classes.

Sally's ministration goes beyond direct aid to prisoners. Besides acting as spokesman in their behalf before judges and parole boards, she has also become a foster mother to many of their children.

A few years ago, Sally brought several to live with her so that their mothers could take jobs. Soon, with the help of two volunteers, she was caring for 30 boys and girls. Some share Sally's modest home, the others live in two adjoining houses for which Sally has assumed over $14,000 in mortgages. To help meet the payments, she uses her nominal minister's allowance and the money friends give her for clothes.

Sally Olsen's devotion to her foster "prison children" has roots in her own impoverished childhood. Born some 40 years ago in a Norwegian fishing village, the third of four girls, she was put in a foster home at five by her widowed mother. She ran away and lived with a kindly fisherman and his wife until she was 12. Then her mother managed to regroup the family and they emigrated to America.

They settled in New York City. Sally, after graduation from high school, worked as a housemaid and later as an office clerk. She devoted most of her spare time to church work, mainly visiting the children's wards of hospitals to tell Bible stories. Soon this avocation became her life's work. She enrolled in a Pentecostal mission school in Philadelphia and was ordained a minister. Before long the Pentecostal Church was sending her on special Sunday school missions abroad.

Sally came to San Juan early in 1953. Her reputation for fervent preaching had preceded her. On a dare, thrust at her half in jest, Sally asked permission to hold a Sunday service at the Rio Piedras Penitentiary on the outskirts of the city. Permission was granted—mostly because someone thought it might be good for a laugh.

Over 100 convicts squeezed into Sally's "chapel," a converted classroom, to see the "woman preacher." Before the end of the service many who had come to scoff fell to their knees, praying and crying. They begged Sally to return.

"Soon," she recalls, "I had the temerity to ask the warden for a pass to enter the penitentiary at any time and go anywhere. That's how I became a prison chaplain."

At first, Sally preached with the aid of an interpreter. But she quickly learned to speak Spanish fluently. A bigger problem, however, was her misgivings about whether she belonged in Puerto Rico at all, especially in the prison. Was it right to remain in this sunny comfortable land? Was this truly the work for which God had intended her? While she wrestled with doubt, illness struck. Alone in a small hospital room, feeling friendless and lonely, Sally lay near death.

One morning, regaining consciousness, Sally found a ring of prisoners, some on their knees, others with their heads bowed, surrounding her bed. A criminal who had once organized a violent jail break was leading the group in prayer: "Dear God in Heaven, please save our Angel," she heard them murmur. "Save our *madrecita.* Do not make us orphans again." The warden had given special permission for the visit.

"Then and there," says Sally, "I found my reason for existence. I knew I was in Puerto Rico for God's purpose. I knew I was wanted and needed and loved."

A TYPICAL DAY for the missionary begins at daybreak, when she makes a light breakfast, prepares the day's correspondence, then helps rouse, wash, feed and dress the children. Once they have left for school and the infants are out in the back yard, watched over by volunteers, Sally visits the penitentiary.

First, she reads messages left for her by prisoners and determines the priority of her visits to the cells. Sally leaves Rio Piedras in the afternoon to make a round of visits to prisoners' families, police officials, courtrooms and welfare agencies. En route, she manages to shop for food and clothing for the children. She's home by 8 P.M., takes a quick supper, then plunges into a pile of paper work until midnight.

Sally's boundless energy seems inspired. "I always rely on God to help me," she says, "and somehow He has not failed me. Some things happen as if by a miracle."

There was the time not long ago when her prison-family children had begun pooling pennies to buy a horse. Impoverished Puerto Rican children dream of owning a horse, as American children dream of bicycles. But to a poor Puerto Rican child a horse is often his (and his family's) sole means of getting about. One Sunday Sally told the children about a friend who was also saving pennies, to buy Hebrew Bibles for children in Israel. Sally's children promptly offered their entire savings, $6.45.

"It broke my heart," says Sally. "But how could I refuse to take their money after they had so often heard me tell about the goodness of giving. So, I said, 'All right, children. But we shall still have our horse. Let us pray, ask God.' "

The next day Sally impulsively went for lunch to a downtown San Juan restaurant. At a nearby table, she noticed three men having difficulty with the menu. She introduced herself and helped them select their food. They invited Sally to join them and explained they were Danish engineers on their way home.

"By the way," one of them remarked, "we have a pet colt with us. It would be too much trouble to send him home. Do you know anyone here who would like a horse?"

"My jaw just fell," says Sally. "I wanted to fall to my knees and thank God for answering our prayers. When I told them about my family of 30 children, they were delighted and it wasn't long before the colt was in our back yard."

Sally's life seems one "miracle" after another. Recently, she saved money to start a "Crusade of Love," a trip to prisons in Jerusalem, Egypt, Spain, Italy, Switzerland and Norway, to encourage others to launch prison missions. But Church business necessitated spending the money for a trip to Havana. While despairing of ever achieving her "Crusade of Love," Sally literally bumped into a Philadelphia couple in a Havana hotel lobby.

The pair recognized Sally instantly. They had never forgotten a sermon she had given in a Philadelphia church. Before the chance meeting ended, they promised to finance Sally's "Crusade of Love."

Now Sally is praying for another "miracle." She has named the houses in which she supports her prison family the "Rose of Sharon Home" and has started a new fund—to raise enough to buy up her mortgages—and to purchase the five remaining houses on her street to convert the entire block into a "Rose of Sharon Village."

Whatever the outcome, one thing is certain: to the men in jail at the Rio Piedras Penitentiary, and to their relatives, wives and children, the blonde angel of the prisons is their private miracle.

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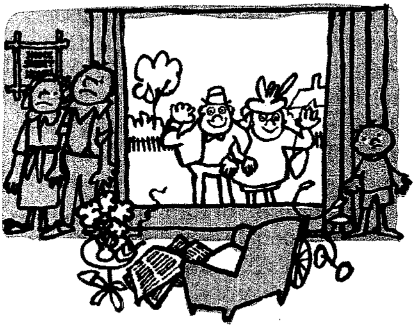
"People who live in glass houses—shouldn't!"



Picture windows may be O.K. for goldfish, but for wives who wash the dishes at 4 P.M. they're murder

BY ADELINE DALEY

THIS MORNING I DASHED into our living room, fluffed up the pillows, picked up the newspapers and magazines strewn over the floor and ran a dustcloth over the bookcase.

Was I expecting company? No. But my neighbor next door was and I didn't want *her* company to see *my* living room in a mess, if they should glance into our goldfish bowl split-level home.

That's how you exist when you live in a house with picture windows. The reason for building half the house of glass, designers gush, is to "bring the outside inside." Who needs it? When I'm indoors, I don't want to pretend I'm outdoors. If I wanted to be outside, I'd *go* outside. The window is a great social leveler. I feel I'll risk being classified as a snob if I don't wave to everybody passing by. "Hiya, Bread Man! Hello, Mr. Gas Company! YooHoo! United States Mailman!"

But the most aggravating annoyance is that from the sidewalk everyone can see my dishes still stacked in the kitchen sink at 4 o'clock. And you want to know why? Because there aren't any walls. Home designers have knocked them all down with the fervor of an army of hatchet-swinging Carrie Nations. Pretty soon walls will be as antique as antimacassars.

I'm for the return of homes with small, narrow, high windows, dark woodwork and dozens of chopped-off little rooms. I'm for the old-fashioned parlor which was never used except for company. And usually for company who lived no closer than 100 miles. Seated in the parlor, no one was aware that the kitchen floor needed waxing. Company stayed put. Bring back sewing rooms, sun porches, studies, dining rooms, breakfast rooms, pantries, sitting rooms, standing rooms, vestibules, each responsible for its own individual mess. If one or two rooms were cluttered, the appearance of the entire house wasn't upset. You could always blot out the sight by closing the door.

Because rooms today have no particular identification, everybody in the family forgets where he is. How else can you account for a husband kicking his shoes off in the living room, slinging a coat over a chair and tossing his tie over a lamp? He must believe he's in the bedroom. And, despite the wall-replacing "room dividers," kids don't know where the dividing line of the kitchen ends and living room begins. I've thought of making chalk marks like the television directors use. You know, a circle with an "X" to indicate the spot where a peanut butter and jelly sandwich is to be eaten. Arrows would mark the passages to the various bedrooms and closets.

And as long as I'm redesigning houses, I want attics back. I was brought up in a home with an attic, where on rainy days we children could explore the contents of trunks, leaf through picture albums and cut out pictures from old magazines, without disturbing the house downstairs. Today the "attics" are the other half of a two-car garage. And Hell hath no fury like a husband driving home at dark into the litter from storage boxes strewn all over the driveway.

This puts him in a fine mood for entering his happy little wall-less domicile. His state of mind is not improved when he trips over a frying pan used earlier by the kids to "pan" for gold.

"How come our house never looks like this?" he snarls, pointing to an immaculate living room pictured in one of the glossy women's magazines that seem to take sadistic delight in showing how rooms *should* look. (I especially love the decorative bowls of fruit they place on cocktail tables. It's not that I don't place bowls of fruit for a touch of color, but they never do much for the room, because in ten minutes all that remains are apple cores, orange peelings and banana skins, and I'm lucky if they're placed in the bowl and not on the floor.)

What I'm looking for is some Cyrus McCormick to invent a household reaper for separating toys, books, shoes, jump ropes, jacks, cereal boxes, trikes and general debris and then bundling items from the neighbor's small fry and thrusting them out onto the street.

And what does all this litter do to the "motif"? Yes, you *must* have a motif! It is as important as being classified as a Democrat or Republican. Going through life not knowing whether you are Early American, Rural English, Danish Modern, Outer Mongolian or 15th-century Yugoslavian is as unthinkable as, well, not having a picture window to display your motif.

Even children's bedrooms must have a motif. A boy's room has to be "ranch style," even if the kid is more interested in playing the harp than in Roy Rogers. If not cowboys, the two next most acceptable themes are baseball and ships. (The latter, however, is currently passé.) The motif must be consistent in all the furnishings, or else 20 years hence your son may end up on a psychiatrist's couch, being told that his frustrations are due to your having combined the cowboy and baseball motifs, causing him to have nightmares about Trigger, the horse, playing left field in a yachting cap.

The most popular theme for decorating a girl's bedroom seems to be poodle dogs. You will never see the poodle dog bedspread, however, because it will always be covered with bouffant slips, sweaters, school books and records.

By this time, you may be thinking that I'm not a fussy housekeeper. Actually I am. I'm fussy about whom I let cross my threshold before 5 P.M. I prefer to visit with guests in one of two places—the front lawn or over at *their* houses.

I belong to the Edgar Guest school of thought that maintains "it takes a heap o' livin' in a house t' make it home." I especially cherish the reference to "heap" because Mr. Guest could have been writing about our cluttered living room. In fact, the kitchen would probably suit the epigram even more appropriately. And come to think of it, why do I have the bedroom doors bolted?

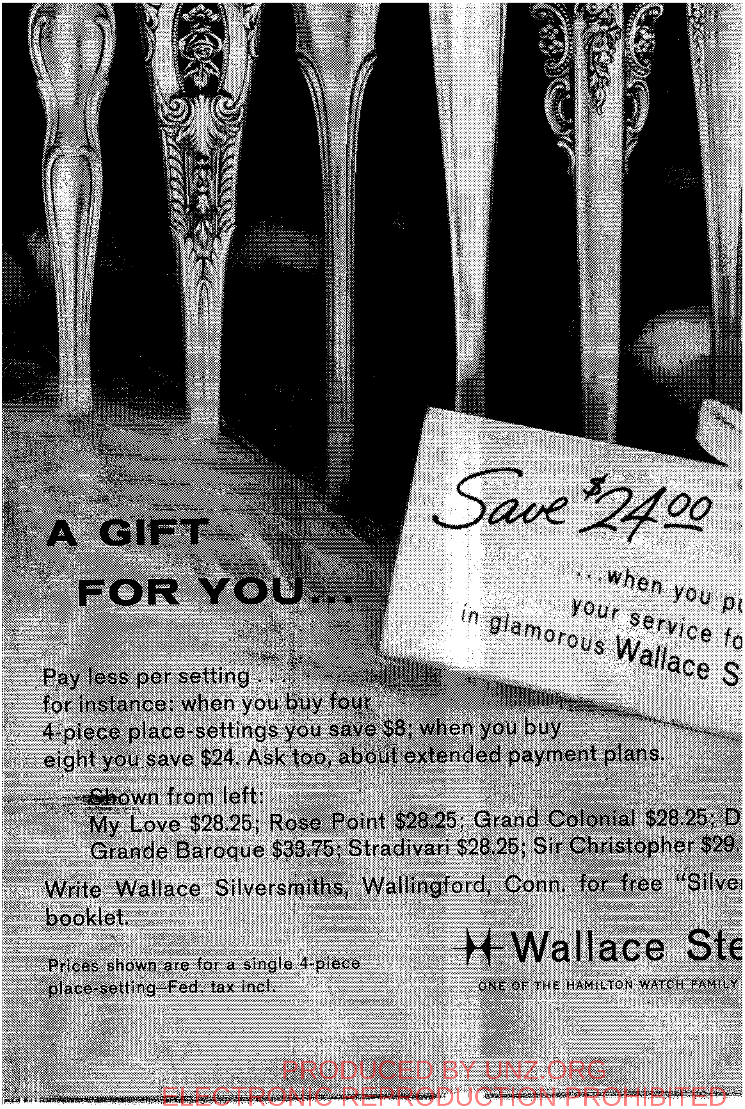
Today, we women in glass houses must arise no later than 5:30 A.M. if we expect to keep up to the housekeeping standards of the Joneses. It reminds me of competing furniture stores, each striving to outdo the other with an attractive window display. Sometimes I feel we should have a sign in the window: "Luxuriously upholstered in 100 percent nylon. $50 Down and $18 a Month Buys You This Living Room Set. Daleys' Furniture Store."

Let's face it. There are two types of housekeepers. Type A is the neat Jenny Wren type, up with the birds. When she methodically turns her vacuum cleaner on, people passing by set their watches because they know it is 8:15 A.M. Type B's vacuum cleaner will be turned on no sooner than 3:15 P.M. and if you listen hard enough, one of her children will be heard asking, "Are we expecting company?"

The alternative for Type B, when she is the woman in the picture window, is to keep the drapes drawn at all times. Of course, this presents a feeling to the family that they are living in a funeral home, or that someone is ill. Visitors speak in hushed, reverent tones upon entering the darkened living room. The children in this home constantly blink when facing daylight.

But you must excuse me. It's 4 P.M. and I haven't vacuumed. The dishes are still in the sink and I'm afraid I had best open the drapes before someone sends me a "Get Well" card. All this, because of picture windows!

A MAN WHO WAS the youngest of 14 children claims he was 20 years old before he found there were other parts of a chicken besides the gravy. —GEORGE STEWART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ONE OF THE HAMILTON WATCH FAMILY

BY ELEANOR ROOSEVELT

The joy of reading

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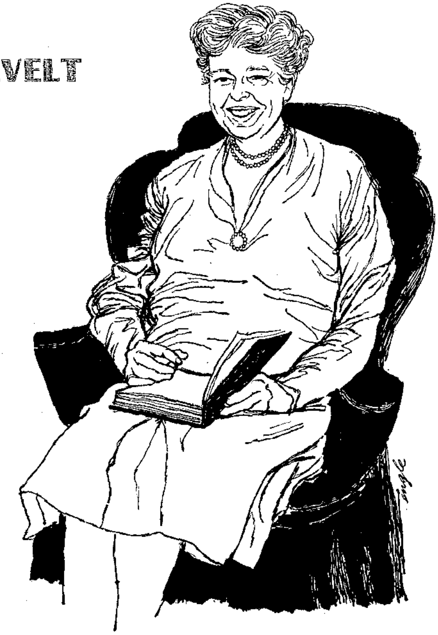
this famed author
gained from the books that
enriched her youth



I WAS A LONELY CHILD. If I had not had books, I don't think I would have known anything about the world. But books told of people, and everything I read became a real, living story. I was fortunate, for my grandfather had the kind of library I suppose many people of that generation had, including all the classics. ■ Nobody ever told me *not* to read anything. And I have never told any of my children or grandchildren not to read anything. I am quite sure the result with me was never harmful. If I asked embarrassing questions about a book, the book occasionally disappeared;

but that was only because I became too embarrassing to my young aunts.

Otherwise there was only one restriction and, oh, how I hated it! My grandmother thought you should never do on Sundays the same thing you did on weekdays, so I had special books for Sundays. Just as I would be getting interested in a Sunday book the end of the day would come and the book was taken away to be kept until the next Sunday. That was really a trial. What a way to observe the Sabbath!

I wish I could say that today I read as much as I read up to the age of 15. But I never seem to find the time to read the way I did as a child—just for pleasure—climbing into the branch of a tree and reading a whole morning through, coming in only when the bell rang authoritatively from the porch to say "you have to come to lunch."

I would like that time to come again. I would like to sit for four hours and just read a book I really wanted to read, not something I was asked to or had to read, but something I had chosen.

I have never lost the habit of reading. I think if you acquire that habit while young, you realize how important the written word is. Nowadays, children have so many distractions: television, the movies, the radio. In many ways children are better informed than we were, but I think all these things accentuate the need for the written word. In the last campaign, for example, after watching the TV debates between the two candidates, I found that I wanted the record in the newspaper the next morning to be sure I had understood every point.

I was interested when one of my boys said to me the other day: "I wish I could read faster." I agreed: "Goodness, so do I." He replied: "Oh, you read twice as fast as I do." Perhaps he hasn't read enough lately; otherwise I am sure he could read faster in a short time.

But that points up one reason why some youngsters don't read much: they can't read fast enough. I think that we should give them every opportunity to learn how to read and absorb more quickly what they read.

I believe, too, that we should cultivate in young people the understanding of how beautiful a book is, the feeling that this is a treasure to hold in your hand and look at and guard. Too few of us really tell our children about beautiful things we may have collected—the stories behind why we may have treasured them. No wonder young people don't have an appreciation of the beautiful things of the past around them, but instead seem to take them for granted. They just need to know more about their history.

I think if we would just take the trouble to bring to young people an appreciation of beauty in books, in the content, in everything that goes into the making of a very precious book, there would be many more avid readers.

The other day I had an opportunity to go through the Morgan Library in New York, which exhibits manuscripts and early printed books. I thought how wonderful it would be for a child to have facsimi-

(Continued on page 80)

New York Newspaper Reveals Startling Vitamin Price Facts— Learn How You Can Save On

Vitamins

Recently, a leading New York evening newspaper published a public service study of Patent Medicines. The VITAMIN installment uncovered the wide variance in the prices of Vitamins and Vitamin-Mineral combinations.

The following three paragraphs taken from the series, as it appeared, are of particular concern to everyone buying Vitamins.

"Any particular vitamin bottled under one label is, for all practical and therapeutic purposes, the same as if it is bottled under another label. The fact is, most of the Vitamin concentrates consumed in America are produced by only a few companies.

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Following publication of the installment we received hundreds of phone calls requesting the Hudson Vitamin Catalog.

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Riboflavin (B-2)	10 mg.
Niacinamide	100 mg.
Ascorbic Acid (C)	200 mg.
Pyridoxine HCL (B6)	5 mg.
d-Calcium Pantothenate	20 mg.
Vitamin B-12 Activity	5 mcg.

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NEO-KAPS High Potency B-Complex With Vitamin C & Minerals	4.40	**2.10**
ADAVITE Fortified Therapeutic Multiple Vitamins	9.45	**3.25**
B-1 100 mg.	7.98	**.85**
VITAMIN C 100 mg.	1.76	**.45**
B-6 10 mg.	5.13	**.75**
VITAMIN A 25,000 Units—Natural	4.10	**.75**
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(Continued from page 75)

les of these early manuscripts—to see how they were corrected, to see the drawings, to see everything about the manuscripts reproduced for them.

This would add enormously to the interest young people might have in building a library of their own, which is the best way to learn the value of reading. The older generation knew its value, but I think sometimes we older people do not give our young people a chance to learn through their elders that this can be great enjoyment.

At one dinner party in the White House I remember my husband saying to me across a table of young people (most of them still in college, and one a Hollywood starlet whom the boys thought very glamorous): "Darling, I have a young lady here who has never heard of Kipling's *The Brushwood Boy*. I just told her I think it would be a lovely thing in the movies and she would be lovely in it, but she's never heard of it."

After a pause he added: "I would like to go around this table and ask every one of you if you have ever read *The Brushwood Boy*." Of course, the only two who had read it were our own sons! And one of them very shamefacedly admitted: "But we wouldn't have, you know, if Mother hadn't read it to us."

Well, perhaps if we could impart our love, our enthusiasm and our enjoyment of reading to the young, it would add a great deal to their lives. There has never been a time in history when we needed so much to broaden our thinking. We cannot any longer allow our young people to think narrowly. The world is too close to us, and it grows smaller as our ability to reach into space becomes greater.

We must think in terms that are stretched constantly to include greater and greater thoughts, all leading to the realization that nothing stands alone, that everything is tied to everything else. People are tied together today, for everything we once considered of purely domestic interest has to be considered today in the context of world interest. I think if we can make our young people stretch their horizons and show them that reading is one of the ways in which this can be done, it will prepare them for life in our changing world as nothing else will do.

GOING UP?

The busiest clerk in the store,
At least to the mind of a buyer,
Is the fellow whose daily chore
Is marking the prices higher.

—B. TWIGGS, (*Christian Science Monitor*)

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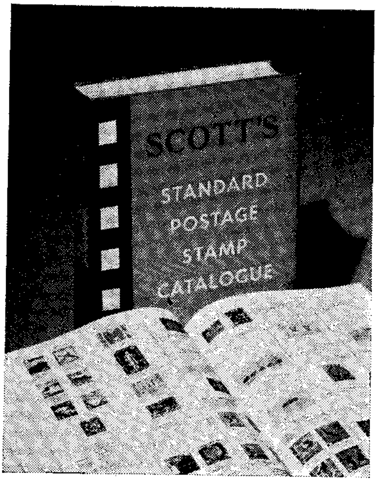
Scott Catalogues systematically list, describe, and price the entire range of worldwide and U.S. issues. All stamps are listed by their Scott numbers—the numbers used throughout the world by dealers and collectors as a shorthand way of identifying and referring to stamps. As a universally-agreed-upon "language," the Scott number system eliminates errors, assures accuracy, and saves time and effort. *It is a feature found only in Scott Catalogues.*



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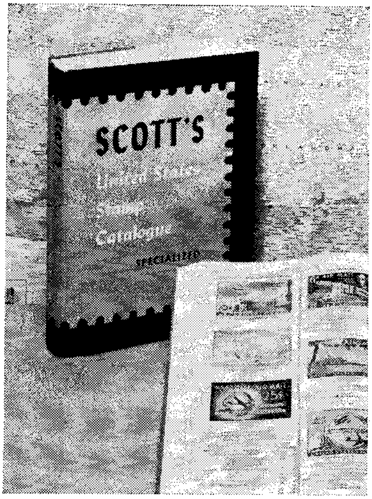

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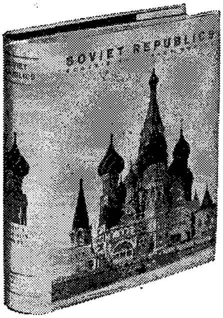

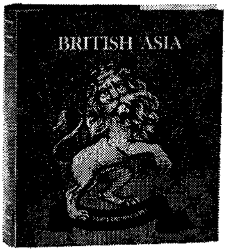

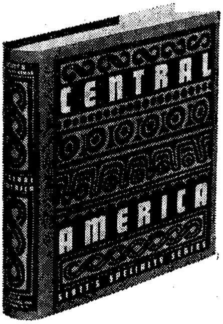

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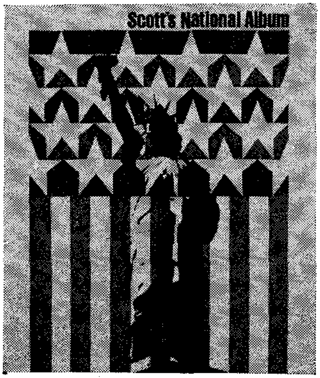

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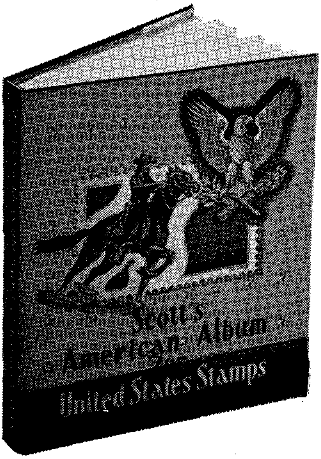

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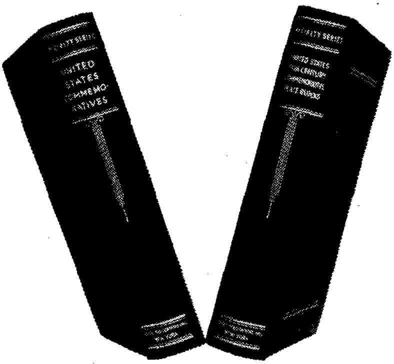
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SCOTT'S UNITED STATES COMMEMORATIVE ALBUM—Over 200 pages with spaces for singles and blocks of four of stamps listed in Scott's Standard Catalogue as "commemorating some event of local, national, or historical importance." The date of issue and a brief account of the event commemorated appear above each issue. Extra blank pages included for cancellations, varieties, and covers. Complete album: $10. Pages only: $6. Binder only: $5.

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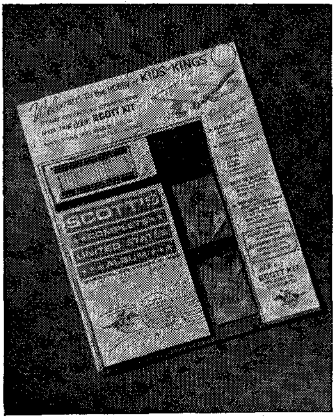

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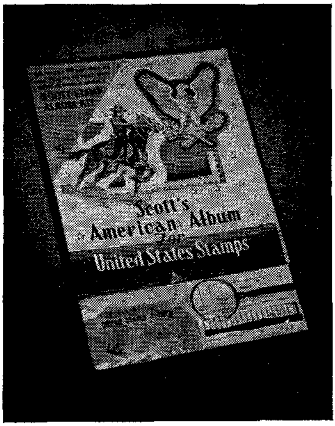
An excellent first project for boys and girls from 6 through early teens. Album can be filled easily and inexpensively. Includes:

- Scott's 1961 Complete U.S. Album for 39 new stamps issued by the Post Office Department in 1960. Contains 2 pages of instructions.
- Packet of stamps
- Packet of hinges
- Magnifying glass
- Perforation gauge
- $2 Complete



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A superb package designed to introduce the beginner to stamp collecting—and to serve him for some years as he progresses. Includes:

- Scott's American Album described on page 6 of this section
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- Precision-printed perforation gauge
- Instruction sheet with tips and hints for the new collector
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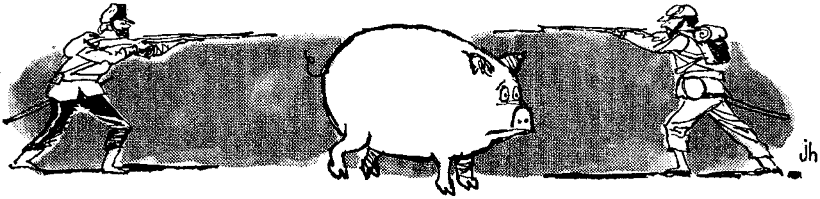
BY PATRICIA YOUNG



The provocative pig and the war that wasn't

On San Juan Island, disputed territory near Vancouver Island, Lyman Cutler, an American, bellowed to his wife: "Charlie Griffin's British pig was in my potatoes again! I'll shoot it for sure!"

That June day of 1859, Cutler repeated the warning to his neighbor. Griffin shrugged. When the porker snuffled into Cutler's potato patch, he shot it. Griffin demanded $100 in damages which Cutler refused to pay. The Englishman swore he would have Cutler jailed by James Douglas, Governor of Vancouver, a British Crown Colony.

The boundary between the U.S. and British territories, according to an 1846 treaty, was "the channel" separating North America from Vancouver Island. But there were *two* such main channels. British authorities had chosen one which put San Juan under British rule; American officials had selected the channel which put San Juan in Washington Territory. National feelings ran high. When U.S. Gen. William S. Harney stopped off, he heard of Cutler's pending arrest. Harney reported that the Island's lighthouses were under attack by the British who were going "to try one of our citizens for shooting a pig." A company of U.S. troops was dispatched to the Island.

When word of the American "invasion" reached Governor Douglas, he sent three British warships to San Juan. Harney sent more American troops. The tiny island was ready to explode into war. With tension growing at home between North and South, the U.S. Government was alarmed at the possibility of conflict with Great Britain. It was rumored Harney was trying to provoke war to divert his fellow Americans from the civil strife that threatened the Union. Gen. Winfield Scott was dispatched to San Juan to investigate. He ordered most American troops to leave, and met with Douglas. The discussion was tense. What had started with an errant pig now involved "national honor." But there was no arrest. They finally agreed to joint occupation. Not until 1872 was the dispute officially settled. Kaiser Wilhelm I, as arbitrator, awarded San Juan Island to the U.S. Today, only a tiny headstone on a grassy slope reminds the American islanders and their British neighbors of the black pig that almost caused a war. ♛

GRIN AND SHARE IT

THERE WERE TWO SHEEP grazing in a meadow. "Baa-aa-aaa," said the first sheep.

"Mooooo," said the second sheep.

Said the first sheep, "What do you mean, Mooooo?"

Said the second sheep, "I'm studying a foreign language." —MORTON SINGER

THEN THERE WERE the two fellows who were stranded on a desert island when a bottle washed ashore. In it was a note that almost drove them crazy. It was a message from two girls stranded on a desert island. —JOHN MILLER

MY FOUR-YEAR-OLD NEPHEW, Jimmie, went to the barbershop with his mother for a haircut.

"How shall I cut Jimmie's hair?" the barber asked.

Before his mother could answer, Jimmie demanded, "Cut it like Daddy's—with a hole on the top."

—MARY KNACK

THE LITTLE GIRL asked her mother to button her dress for her and was told she would have to do it herself as mother was too busy.

The youngster looked disgusted and exclaimed, "Gosh, I don't know what I'd do without myself!"

—FRANCES BENSON

A CAVEMAN FOUND a prehistoric beast with huge fins on its back. He turned the beast upside-down, pulled it by its tail and dragged it across acres of earth to one of the tribe's elders. The old tribesman nodded wisely and said to the caveman: "Congratulations, Seymour. You've just invented plowing."

—LEONARD LYONS

HOW MANY PEOPLE attend your church?" one pastor asked another. The minister thought a moment, then replied, "Sixty regular, 250 C and E."

"What's C and E?" the other wanted to know.

Came the prompt answer, "Christmas and Easter!" —JOHN R. WEST

A PRO FOOTBALL PLAYER was fined $100 by his coach for breaking training. He had gone to a party the night before the big game.

"Don't think I don't know about that hotel episode in Detroit," the manager roared.

"You're way off!" retorted the husky halfback. "There ain't no Hotel Episode in Detroit." —CARL HARPER

IN ENGLAND, WHERE ghosts abound, there are doughty souls who take them in their stride. For instance, a visiting missionary acknowledged cheerfully at breakfast that the family's ghost had paid him a bedside visit. "But he didn't keep me awake," he added. "He vanished as soon as I asked him for a contribution." —DR. L. BINDER

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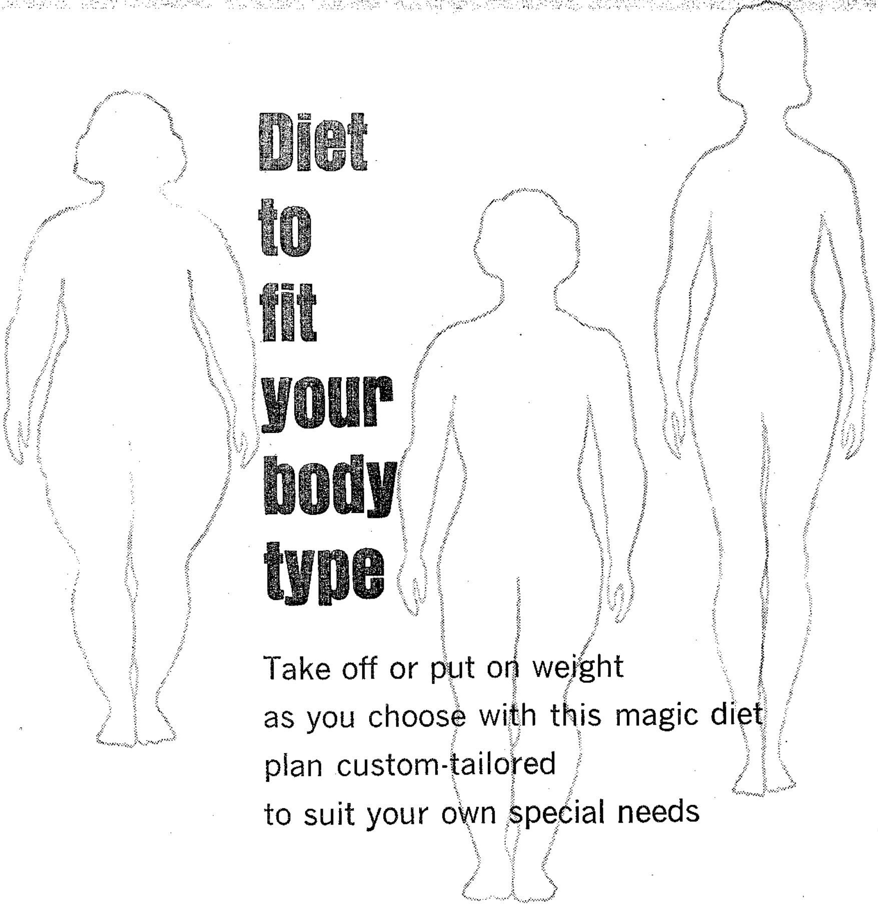


Diet to fit your body type

Take off or put on weight
as you choose with this magic diet
plan custom-tailored
to suit your own special needs

BY DONALD G. COOLEY

YOU MAY KNOW PEOPLE WHO EAT HUGELY but don't gain an ounce, while many put on fat at the drop of a calorie. People gain or lose weight depending on whether or not they eat properly for the way they're built. If you learn a few facts about your body build—and eat accordingly—you can control your weight for a lifetime. ■ Dr. William H. Sheldon, author of *The Varieties of Temperament*, has been classifying people by body build for about a quarter of a century. Three Sheldon-invented categories are: endomorph, ectomorph, mesomorph. *Morph* comes from a Greek word meaning form. You developed from an embryo composed of three layers: an *endoderm* or inside layer, predominating in the development of digestive organs; a *mesoderm* or middle layer, developing into bone, muscle and connective tissue; an *ectoderm* or outside layer, developing skin, hair, nails and nervous system. Thus, you could say that an *endomorph is dominated by digestive organs, a mesomorph by muscles and bone and an ectomorph by skin and nervous system.* That's why an extreme endomorph gets fat easily. He has relatively more intestinal—than muscular—facilities. But nobody is born to be fat. Thousands of fat endomorphs have reduced their weight and stayed reduced.

How do you know what kind of "morph" you are? There's a little bit of each kind in everyone. To help classify yourself look in a full-length mirror and check the characteristics listed in the accompanying charts. Sometimes, two or three basic morphological components are evenly balanced in one person. It's more difficult to make distinctions in the young; different builds become more apparent with maturity.

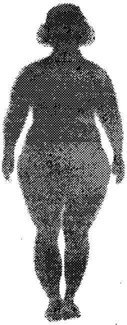
Once you "diagnose" your body build, turn to the diet charts. There are no rigid day-by-day menus or dreary calorie calculations. You simply choose from wholesome, everyday foods, best adapted to your system. You can eat to lose weight, gain weight or just feel vigorous. Choose a nutritious diet that suits your build.

ENDOMORPH

TRAITS: Digestive System Dominant

PHYSIQUE & PERSONALITY:

Heavy around middle, thighs and upper arms; small wrists, ankles, hands, feet; small bones; short neck, high waistline; soft, smooth skin; rounded body contours; capacious stomach and digestive tract; relaxed, even-tempered, sleeps easily; dislikes vigorous exercise; ceremonious, friendly, social; usually an excellent cook or gourmet.



WEIGHT PATTERN:

Can put on 30 pounds every five years until middle life unless constantly watchful of diet

DIET PLAN

EATING TIPS: *Take advantage of your superb digestion to eat liberally of fibrous foods and coarse whole-grain breads and cereals. Plan a moderate breakfast plus two fairly large meals a day, with much* *low-calorie bulk. You'll be less tempted to snack between meals. You're not built for midget meals.*

Eat all you want at mealtime of:

Leafy and coarse fibrous vegetables of all kinds, raw or steamed;
Whole-grain cereals and breads;
Salads of leafy or fibrous vegetables, fresh fruit, cottage cheese, strips of lean meat—with vinegar, lemon juice or other low-calorie dressing;
Lean meats, or meats from which fat can be cut away;
Lean fish, shellfish;
Turkey, chicken;
Cottage cheese, skim milk, buttermilk;
Thin clear soups, bouillons, consommes.

Moderate servings:

(all are important in normal mixed diets) Poached, boiled, hard-cooked egg; potato; cheese, other than cottage cheese; fresh or canned fruits (use more raw fruits, pour heavy syrups from canned fruits);
Noodles, macaroni, spaghetti, refined cereal products;
Baked custards, gelatin desserts;
Fruit juices (take fresh citrus or tomato juice for Vitamin C), one glass daily; whole milk, not more than two glasses a day (but all the skim milk you want).

Use (or avoid) these foods to control caloric intake:

(*Foods above are "plain," without added fats, oils, creams, sugars, gravies. Foods below are rich in these factors and in calories.*
If you need to lose weight, avoid the foods below.
To maintain normal weight you will probably need more calories than low-calorie "fill-up" foods afford. In that case, feed in foods from list below. Add or subtract them from other first-choice foods as regulators of calorie intake.)

Bacon, meats with interlaced fat, sausages, pork products, duck, goose, fish canned in oil;
Cream, fats, oils, shortenings, mayonnaise and common salad dressings (low-calorie dressings can be purchased);
Nuts; dried fruits; thick sauces, gravies;
Dried beans, peas, avocados, sweet potatoes;
Breaded, deep-fried, buttered foods: potato chips, doughnuts, popcorn, etc.; whipping cream, coffee cream (try liberal amounts of non-fat dry milk powder in your coffee);

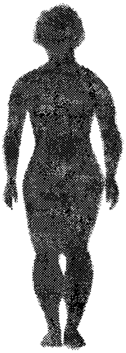
Rich pastries, pies, puddings, cakes; sugars, jams, syrups, sundaes;
Alcoholic beverages, malt liquors, soft drinks rich in sugar.
Goal of ultra-thin figure unreasonable; body build resists it;
"Works off" less food by exercise than others; hence weight control requires wise diet.

EATING PATTERN:

Efficient digestion; can handle coarse foods and fibers; needs lots of intestinal bulk; given to "snack-snitching"; likes ceremonious eating and fancy recipes.

MESOMORPH

TRAITS: Bones and Muscle System Dominant



PHYSIQUE & PERSONALITY:

Heavy bones and muscles, rectangular body contours; heavy legs and arms; naturally good posture; skin thick, tans well; low waistline; matures early, looks older than age; loves exercise, sports; early to bed, early to rise; direct, unsentimental, assertive; restless; works off troubles by action; voice has carrying-power.

WEIGHT PATTERN:

May be heavy but not overweight, if excess is heavy bone and muscle; may gain only 15 pounds up to age 25; lessened activity in middle life threatens obesity if food habits of youth persist.

EATING PATTERN:

Can go a long time without thought of food;
Tendency to bolt food down;
Indifferent to fancy dishes or meticulous service.

DIET PLAN

EATING TIPS: *Your body build is suited for keeping excess fat away by exercise. After a good breakfast, plan two substantial meals spaced well apart.*
Give more attention to a balanced diet and allow time for relaxed eating.

Before age 25 to 30:

Eat plenty of protein foods

Meat, all kinds of fish; shellfish, seafoods; poultry, cheese, eggs; whole milk; dried beans and peas.

Balance with liberal servings of:

All kinds of vegetables, green and yellow, leaves and root forms;
Fruits and juices, fresh, frozen or canned;
Cereals, breads, whole-grain or refined, enriched; cereal products such as macaroni;
May be served with ordinary amounts of fats, creams, oils.

Optional foods:

Anything else you like—after you have eaten generously of foods above. Exception: if you are too fat, see below.

If body fat piles up around "middle-age spread" time: (or to prevent it)

Eat liberally:

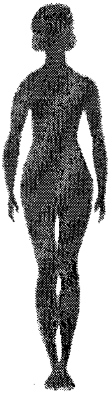
Protein foods listed above, all vegetables;
Exceptions: fat meats, oily fish, whole milk, cheese other than cottage cheese, fried eggs, breaded meats.

Moderate servings of:

Cereals, breads, cereal products; fruits and juices.

Go easy on:

Oils, fats, creams; gravies; oily dressings; concentrated sugars, jellies, sweets; pies, pastries, rich desserts;
(If reducing is necessary, see calorie-control foods in diet plan for Endomorphs and consult your physician.)



ECTOMORPH

TRAITS: Skin and Nervous System Dominant

PHYSIQUE & PERSONALITY:

Relatively short trunk and long limbs; arms and legs slender; flat abdomen; delicate bones, small features; long neck; thin skin, fine hair; small stomach, relatively short digestive tract; looks younger than age; intensely alert; quick physical and mental reactions; soft voice; hates noise, crowds, self-display; light sleeper, concealed feelings, tenseness, relaxation difficult; turns to solitude when troubled.

Ectomorph Traits (continued)

WEIGHT PATTERN:

Gains only two or three pounds after adolescence;
Weight curve is consistent with long-life expectancy.

FOOD PATTERNS:

Hunger comes quickly but is easily satisfied by small amount of food; a large, heavy meal overloads small stomach and causes great discomfort.

DIET PLAN

EATING TIPS: *Your digestive tract is relatively small, so don't stuff yourself with rich or fatty meals. Instead, take many small meals through the day. You especially need a good breakfast. Use coffee breaks for a nourishing snack chosen from first group below. Don't eat foods that "disagree" with you. If coarse, scratchy roughage irritates your digestive tract, use highly refined cereals and pureed vegetables. To gain weight, you need not only calories but plenty of rest if you are tense.*

Eat as much as you comfortably can of:

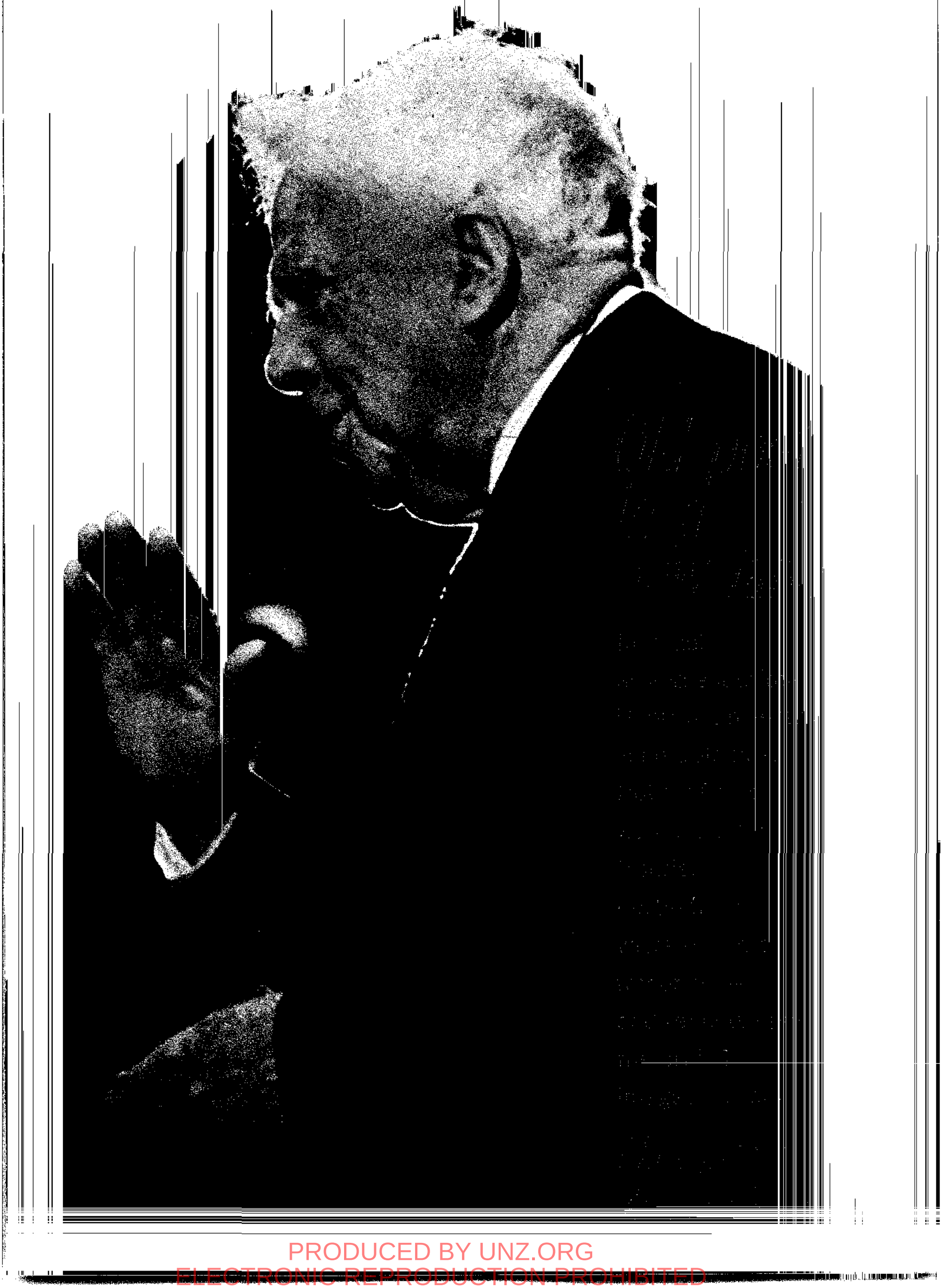
All kinds of meat, fish, poultry, with dressing, gravies and sauces;
Eggs; whole milk, cream; cheese of any kind; stews with meat, potatoes, vegetables, not too greasy;
Dried beans, lima beans, peas;
Chowders and creamed soups, with meat chunks, vegetables;
Cooked vegetables and canned fruits free from coarse fibers;
Refined cereals and breads (coarse cereals if they don't irritate you).

Moderate servings of:

Butter, margarine, fats, salad oils; bacon; breaded, deep-fat fried foods; (high in calories for weight gain) fruits and juices;
Bulky low-calorie vegetables (take room needed for weight-building foods); jams, sugars, syrups;
For a snack: ice cream, fruit pie, malted milk with cookies.

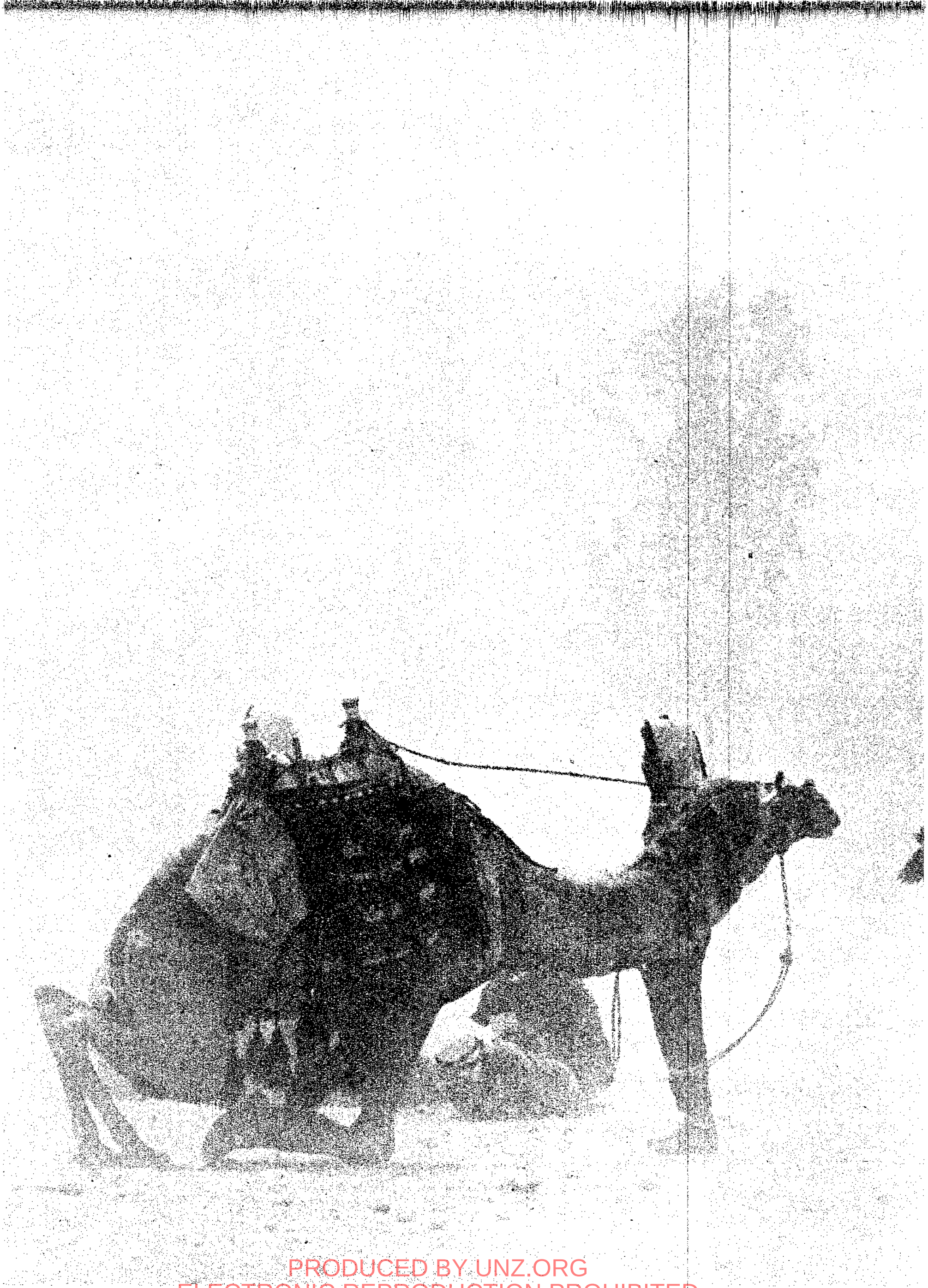
Go easy on:

"Gas-forming" foods such as cabbage, melons, etc.;
Highly spiced foods, chili, sausages, cold cuts;
Any cereal or vegetable or fruit with seeds, coarse fibers, husks;
Bouillons, consommes, thin soups (too filling for their calories);
Beverages before meals, especially sweet drinks;
Extremely hot or cold food if you are temperature sensitive.



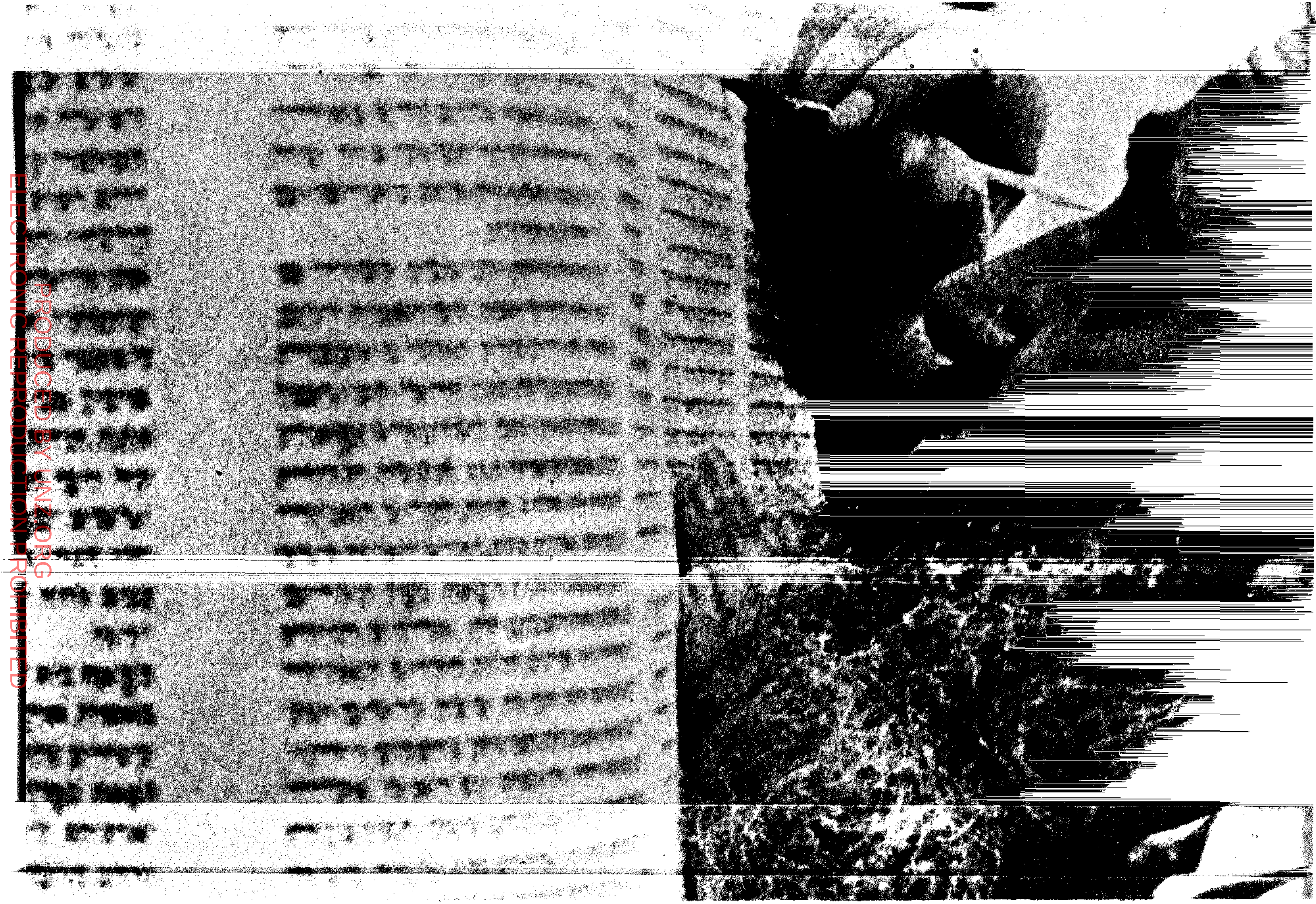
[illegible]

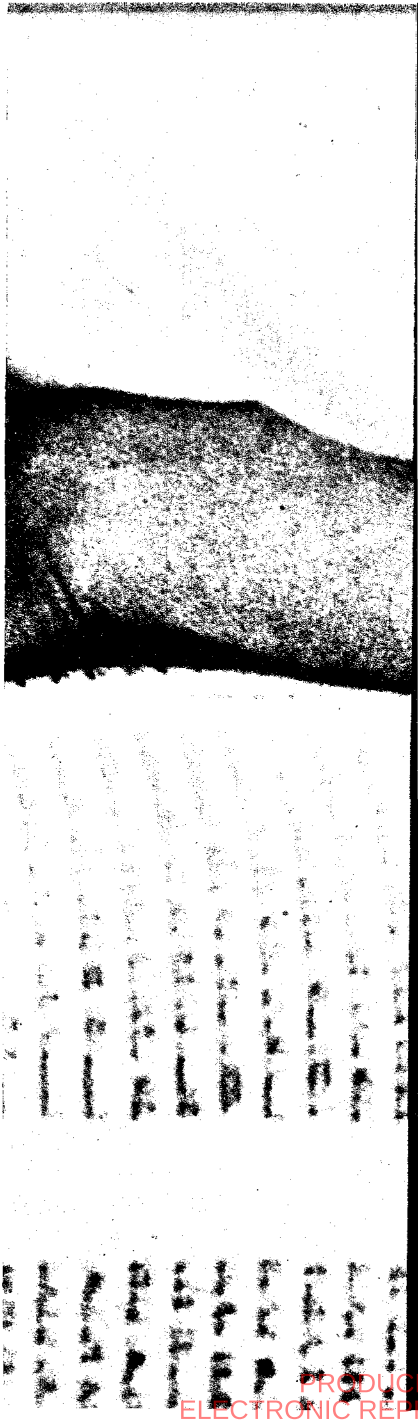
Stones and stones, and walls and walls, and barbed wire, wire, wire. The shame of it! That barbed wire was invented in America! Wherever I look I see that fence!"



[illegible] Jr.

"They thought I knew little of dust storms. But oh, I have seen them on the rich tobacco lands of Connecticut, when a terrible hot wind rises and fills the air with dust."



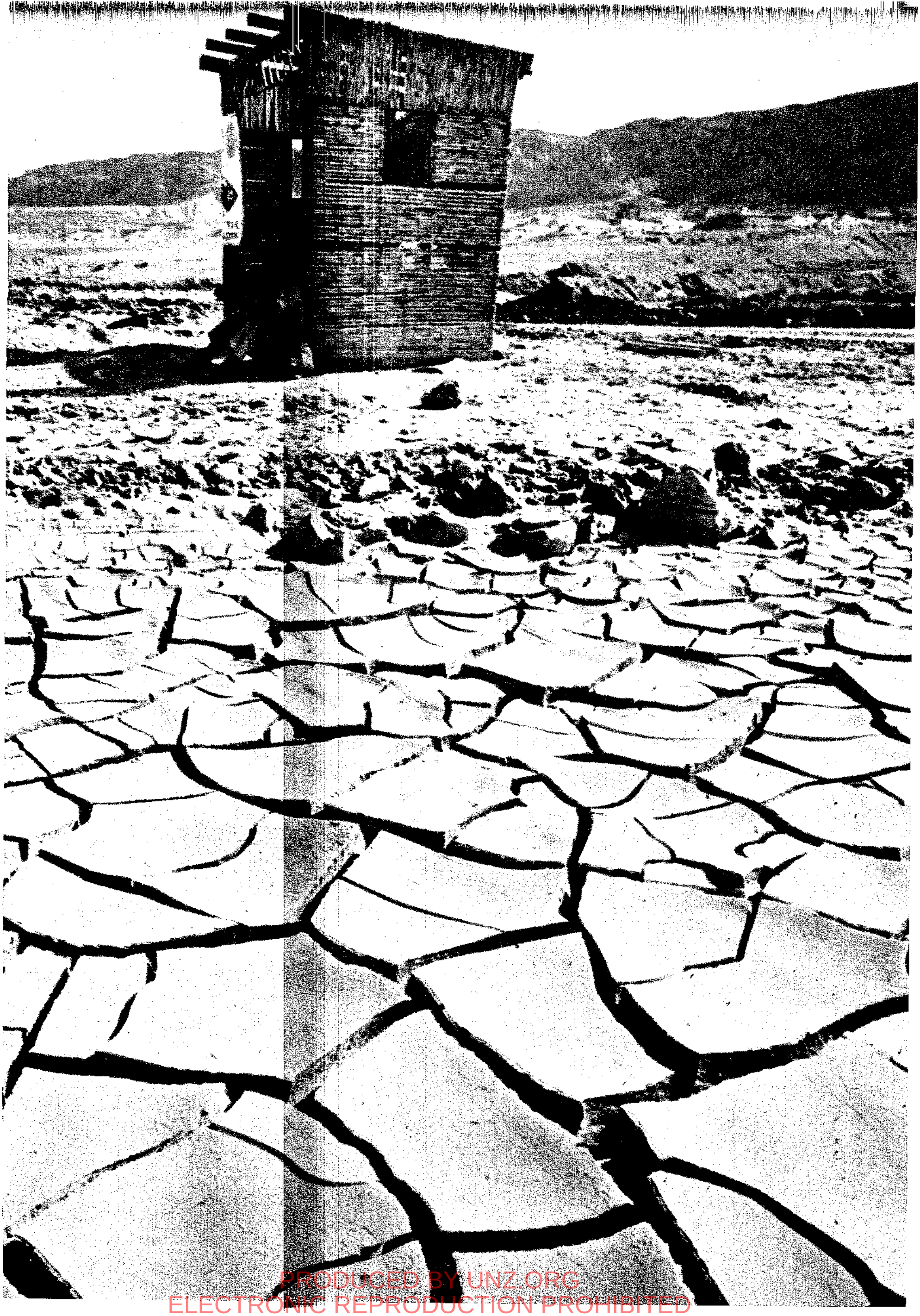


TALMUDIC SCHOLAR:

"I'm an old Balfourite; he was the fellow who in a way created Israel — and gave it more than it could keep. But Israel has taken care of waifs — of the body and of the intellect."

[illegible]

"What's wrong with changing salt water into fresh? It's not against nature's law. The sun does it all the time. Look at the rain that falls! You can have the Pacific, but leave my Atlantic salty!"



[illegible]
[illegible]
[illegible]
I am not
interested in
seeing sights,
but in
seeing insights.
I love to
see people
and guess
what goes on
within them."

merry mixups

One Sunday morning, after the service, a minister was approached by an old lady who expressed great appreciation over his sermon.

"You can never know what your talk meant to me," she said. "Why, it was just like water to a drowning man." —MRS. ADA CARMICHAEL

A woman who had lost 30 pounds was the envy of all her friends. One of them asked how she had managed to accomplish this wonderful reducing feat. "By moving the bathroom scale," she answered.

The other was puzzled. "But how," she asked, "would that make you lose 30 pounds?"

"Simple," was the reply. "I set it in front of the refrigerator."

Emerging from the beauty shop resplendent in a new coiffure, a woman was confronted by a neighbor.

"Why, Margie," said the neighbor, "what did you do to your hair? It looks like a wig."

"It is a wig," Margie replied.

"Well, my goodness," said the neighbor, "I'd never have known it."

—*Wall Street Journal*

A young man, hurrying along the corridor of the maternity ward, came upon a touring class of expectant fathers who were being shown the hospital nursery from the hallway. As he tried to work his way through the crowd, the nurse conducting the tour asked him rather icily if he were part of the class.

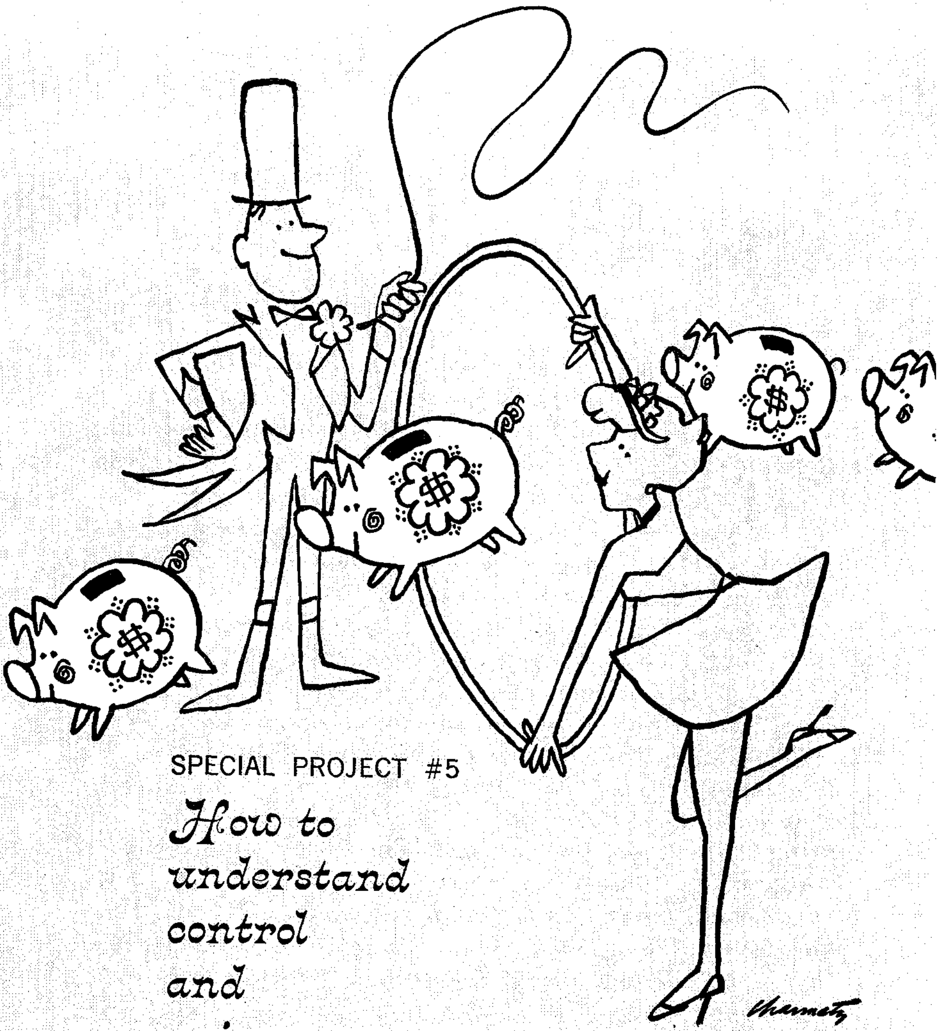
A slow grin crossed his face and he replied quite proudly, "No, ma'am, I graduated a few minutes ago!" —JACK SCHMIDT

One day recently I sent my small daughter to the corner store for a box of detergent. Since I had only a ten dollar bill, I placed the money in an envelope and wrote on the outside, "One box of ——." I then instructed her to put the change in the envelope and to seal it immediately.

When she returned with the soap, I asked for the change and received the reply, "It's in the envelope."

"But where's the envelope?" I persisted.

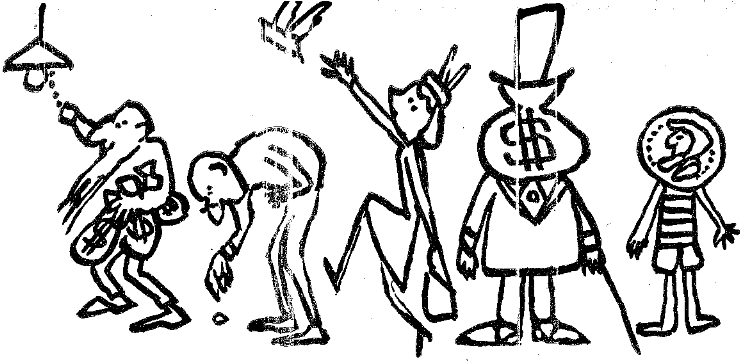
Came the wide-eyed reply: "I mailed it!" —MRS. BEATRICE ALEXANDER



SPECIAL PROJECT #5

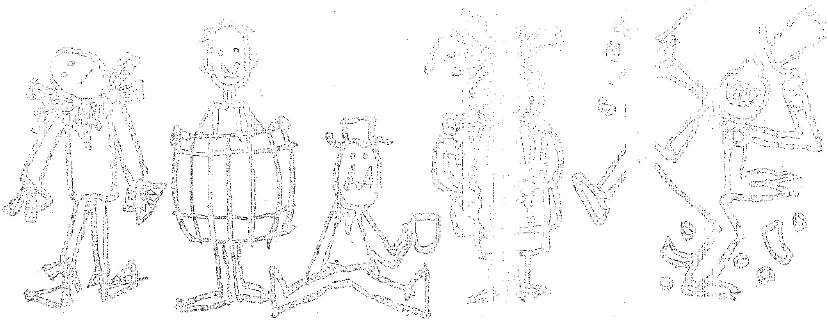
How to understand control and enjoy MONEY

BY THE EDITORS OF CORONET



In the midst of plenty, in a country that boasts the highest standard of living the world has ever known, many an American family is burdened with debts and baffled by the struggle to make income equal spending. In every block on every American street are families who compare a neighbor's paid-up new car, freshly painted house and farsighted retirement plans with their own tangle of bills, hand-to-mouth planning and inadequate savings. Where does all the money go? they wonder. How do other people seem to make the same income go so much further?

The answer, of course, is money management. *No science is more important in a nation of wage earners than how to handle money, yet far too few families understand and follow its basic rules. Money may not be the root of* all *evil, but unsound money management is a leading source of marital conflict, physical and emotional distress and social disintegration. Conversely, knowledge of the fundamentals of budgeting, buying, borrowing and saving—the immediate and long-range management of family resources—is a secure foundation for the home, a vital ingredient of confident living. In this special supplement the editors of* CORONET *have assembled facts and figures, practical techniques and attitudes fundamental to the successful planning of family finances. Bankers, economists, Government experts and family guidance organizations have recommended steps on the following pages to help the average family achieve its own goals, and live better for less.*



YOUR MONEY PERSONALITY

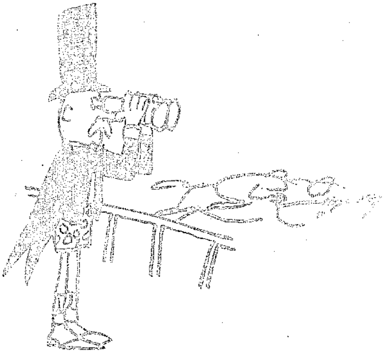
You have a "money personality," as unique as your fingerprint, and before you can begin the important steps toward sound family finances, you must analyze this personality for its strengths, weaknesses and needs.

Are you an impulse buyer? Are you inclined to pinch pennies, but let dollars slip through your fingers? Do you use money to bolster your ego or buy status? Are you depriving yourself of deeply satisfying pleasures that could be bought for relatively little? Knowing the answers to these and other questions can put your money in perspective as a tool for living and a means of reaching your long-term goals in life.

If you and your spouse are from similar backgrounds, the chances are that your money personalities will be somewhat alike. If you come from widely divergent backgrounds, accept the fact that you will differ on money matters and try to reach a common ground of understanding. If personal discussion does not result in agreement, then take the matter to a financial consultant or a family counselor. In many cases, a person's money personality is warped by underlying emotional problems and professional help is needed.

Some common examples:

A wife who is a compulsive buyer and cannot restrain herself when she sees a "bargain."



A husband who indulges in gambling whenever he gets his hands on his pay check.

A couple whose reaction to a flood of bills is to "escape" by rushing off for an expensive dinner and night out.

Marriage counselors point out that many times money is simply a convenient and familiar sparring area for couples whose real difficulties lie elsewhere. If a wife resents the fact that her husband never appreciates the way she looks, she may take it out on him by harping on his low income. Conversely, if a husband thinks that his wife is a sloppy housekeeper, he may bawl her out for spending more time shopping than she does taking care of their home. It is strange, but true, that many executives with a keen sense of business economics and company bookkeeping are erratic about providing cash for such things as allowances and household purchases and keep absolutely no budget records at all.

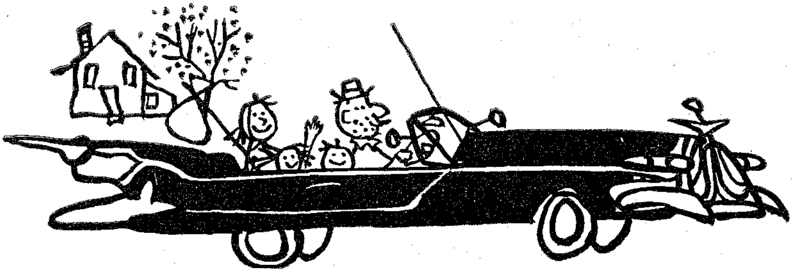
Ironically, the man at the $25,000 or $50,000 level frequently has many more financial problems than he did when he was making $10,000 a year. John L. Handy, a management consultant, once made a study of top men in a firm and found that seven men, earning around $75,000 a year, had *no savings* at all!

The opposite situation can be just as dangerous—the case of the head of a family who is a compulsive miser, who spends half his free time wandering around the house turning off the lights and who is always worried about money. Psychologically, compulsive hoarders often are insecure. The insecurity may be a result of deprivations in childhood, frustrations on the job or family frictions.

WHAT IS A LUXURY? WHAT IS A NECESSITY?

Learning your true money personality may mean unlearning some of the habits of spending you've maintained simply because your neighbors do. "Keeping up with the Joneses" doesn't always mean buying luxuries every time the family next door does. It can also mean depriving yourself of things you really need for a full life, just because "it isn't done."

"How can the Smiths live in that run-down little house and yet buy

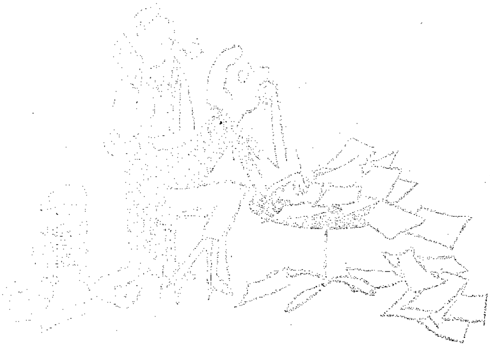


a new car every year?" "The Browns have a strange idea of budgeting. They wear threadbare clothes, collect hand-me-downs for the children and yet take off every summer for an expensive six-week vacation at the shore."

It could be that the Smiths get far more fun and value out of life by enjoying the mobility of a large, new car than they would if they restricted their motor trips and put the money into the house. Or that the Browns would be perfectly miserable if they had to forego the seashore in the summertime because they did not make financial sacrifices in other areas.

Once you liberate yourself from conformity in your spending standards, you'll recognize that some things others consider luxuries are in fact necessities for your happiness, while some common "necessities" are things you can do without.

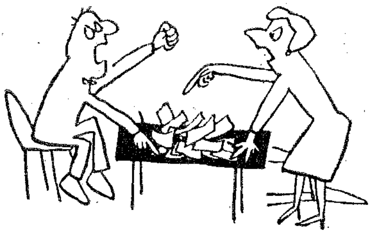
Then, when you know your true goals, you're ready to prepare a budget tailored to your own special needs.



HOUSEHOLD BUDGETS

Statistically, there should not be a money problem. Today the average family enjoys about one-third more real spending power than ten years ago. That takes into account inflation, taxes and all of the other factors that keep whittling away at the dollar.

Why, then, should about 85 percent of all American families be in debt in one way or another? One reason is our increased use of various kinds of credit for our purchases—mortgages, car financing, installment buying. But another big reason is the whopping increase in spending on all kinds of consumer goods and services. This has gone up not just one-third, to keep pace with increased purchasing power, but almost 50 percent over the decade.



The solution is household money management, beginning with a budget. It will give you confidence, help your long-range planning and protect you from spending that does not satisfy any of your family goals.

Budget books are available at stationery stores. They list items of income and outgo. To estimate your own figures, keep track of all your expenses for several months. Or guess at it and revise the budget after three months to correct faulty estimates. On the basis of this experience, list your *fixed* expenses. What's left over is your "discretionary" money. You allot that to your special goals, with your personal values and preferences as the guide.

The most difficult part about budget planning is trying to determine which are *fixed needs* and which are *desires.* Painting the house, for example, can be a pressing need (because the chipping paint will soon expose bare wood to the elements) or simply a desire (the paint is still in good condition, but you think a different color would be more attractive).

One item that often gets pushed aside in the budget is family va-

TYPICAL BUDGETS*	**$450 A MONTH**		**$600 A MONTH**	
	Dollars	Approx. percent	Dollars	Approx. percent
Food and beverages (including meals out)	$144	32	$160	27
Housing and operations (Rent or mortgage and taxes, property insurance, heat, utilities)	98	21.5	126	21
Home furnishings	24	5.5	33	5.5
Clothing and upkeep	45	10	55	9
Medical & med. insurance	27	6	33	5.5
Transportation, including car	40	9	66	11
Reading and recreation	18	4	24	4
Personal care (barber & beauty)	11	2.5	13	2
Gifts & contributions	11	2.5	15	2.5
Miscellaneous (includes tobacco, postage, union dues, education)	14	3	15	2.5
Savings and life insurance	18	4	60	10
	$450	100%	$600	100%

*Based on take-home pay (after taxes).

cation. Most authorities agree that this should be carried as a *need,* with a fixed sum banked each month to take care of a trip, a summer rental, camping equipment or whatever the family has jointly arrived at as its idea of relaxing fun.

Because of the fluctuating nature of the American economy, and because of the changing needs within each home, it is important for you to *re-evaluate your budget regularly* and to see that each member of the family is properly taken care of, moneywise. Talking over money strategy with the whole family helps get cooperation on your budget.

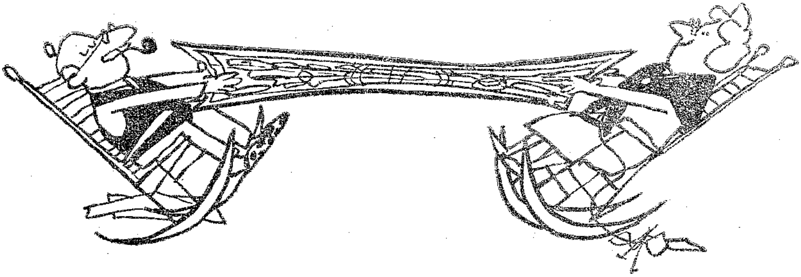
BASIC BUDGETING

Opposite are typical budgets on two income levels for a family of four (children 13 and eight). These are derived from Government and other authoritative surveys. But don't try to imitate them! That's the fatal error in budgeting. Your own budget needs to be tailored to your own needs. You may want to give larger contributions or spend more or less for food, recreation, clothing, cars. Go below the "typical" figures where you *can*; go above where you *want*!

Don't try to meet your estimates every month. Obviously, some months you will spend more for medical care, utilities and clothing than others. Some months you undoubtedly will spend more for food than you planned. If you do, you have chances to make up in succeeding months. *It's the year-end average that counts.*

You can figure that living costs for a family of two would be about 66 percent of the cost for four; for three, about 87 percent, and five, about 120. Take the $450 budget for example. This is considered by Government authorities to provide for a "modest but adequate" standard of living. For a couple without children, the cost thus would be $297. For a couple with one child, the cost would be $391.50; with three children, $540.

For a couple in retirement, recent studies by the Bureau of Labor Statistics indicate that the cost of a modest but adequate standard of living would be about $265 a month in a typical U.S. city. Housing, including rent, heat, utilities, operation and furnishings, would take about 37 percent of this cost, food and beverages about 31 percent; clothing, seven percent;



medical care, eight and one-half percent; transportation, four and one-half percent; other goods and services, including recreation, personal care, gifts and contributions, about 12 percent.

HOW TO CUT A BUDGET

"A budget is what goes out the back door whenever my wife comes in from shopping at the front door," says one rueful head of the household. It is, of course, one thing to make a budget and quite another to stick to it. A time soon comes when the budget has to be cut, either to correct faulty estimates of income or to allow for unanticipated big expenses. Here are suggestions for finding the unwanted leaks in your spending, recommended by money-management specialist Sidney Margolius.

Food: This is your largest single expense, taking 29 percent of a typical family budget. But spending varies tremendously. Some families spend as much as $1.50 and even $1.75 per person a day for food. Others provide nutritious, attractive meals for as little as $1 per person. A special check list of 18 ways to cut food bills is provided on page 121. But in general, experts find, families are most likely to overspend for meats and commercial desserts. To keep down food bills, try to keep your spending for meat below 25 cents of your food dollar.

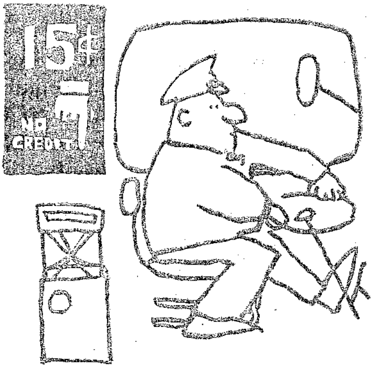
Insurance: Concentrate life insurance on the family breadwinner. Avoid buying insurance on a weekly or other installment basis. You pay much more. Budget ahead for premiums, and pay on an annual or at least semiannual basis. One auto insurance company charges $2 for the privilege of paying part of the premium two months later. On a $17 balance, that $2 represents a true annual interest rate of 70 percent.

Consider term insurance if your main purpose is family protection. Term insurance has no cash-surrender value, no loan privileges, but costs less than half the price of straight life insurance in the early years when a young family needs protection most.

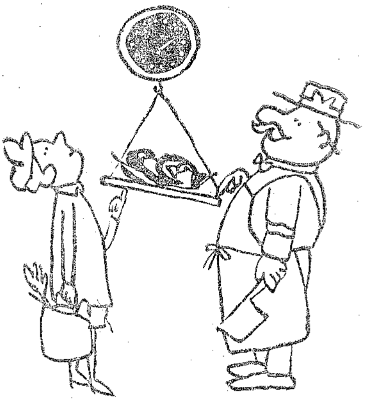
Compare insurance costs among the mutual companies and so-called "direct writers." They generally give dividends of ten to 25 percent from standard rates for fire, car insurance, etc.

The more coverages you combine in one policy, the lower the cost. For example, a "homeowners" property-insurance policy costs less than separate purchases of fire, theft and liability insurance.

Household operating costs: Weather stripping, storm windows, adequate caulking and insulating where possible, can save ten to 40 percent of your fuel bill, depending on how well insulated your house already is. Tightly fitted storm windows reduce heat loss through glass by almost 50 percent. Have your heater serviced and adjusted every year before the start of the heating season. Engineers say an incorrectly adjusted burner can lose ten to 15 percent more heat up the chimney than a properly operating one. If you have a warm-air furnace, make sure the filters are cleaned. Try not to use washing machines and dryers below full capacity, and where water bills are a factor control use of garden hose, laundry and dishwasher for maximum efficiency.



Transportation expenses: Compact cars save on fuel, repairs and insurance (many companies give a ten percent rebate on insurance for compacts). If buying a used car, remember that since a car loses about 29 percent of its current value each year, a used car two years old is generally a reasonable buy. A $2,500 car after two years is worth about $1,250 but still has years of service to offer before repair bills start getting big at the 40,000-50,000 mile mark. Conversely, if you buy a new car, it pays to hold on to it for more than two years. After that your annual depreciation becomes relatively reasonable.



18 WAYS TO CUT YOUR FOOD BILLS

Here is a check list of cost-cutters that can help you keep down food bills and still serve attractive, nourishing meals:

1. **Plan menus around advertised specials;** avoid impulse buying.

2. **Serve fewer and larger courses** to enable bulk buying and avoid leftovers.

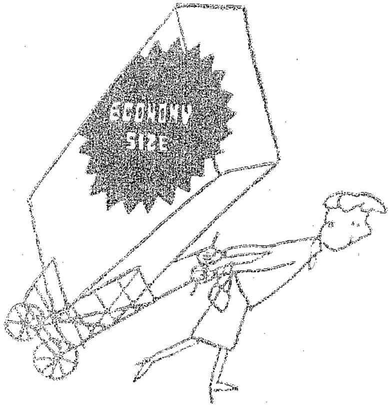
3. **Buy standard whole-wheat, rye and white** breads instead of rolls or special breads.

4. **Serve homemade desserts** instead of commercial baked goods.

5. **Buy standard grades** (B and C) instead of fancy Grade A. (They can be the same nutritionally.)

6. **Serve home-cooked cereals** more frequently. (The home-cooked are often more nourishing, too.)

7. **Buy foods loose** when available, such as cottage cheese, sauerkraut, produce and cheese off the loaf.



8. **Buy large sizes** of canned and packaged foods instead of small.

9. **Cook vegetables in as little water** as possible, but save any excess liquid, as well as that from canned vegetables—for making soup. Much of the nutrition is in the liquid. Cook potatoes in the skin instead of pared, to preserve food value and avoid waste.

10. **Buy plain instead of homogenized milk** if the price is lower. Use nonfat dry milk to supplement your purchases of fresh milk, and for cooking.

11. **Buy brown or mixed-color eggs** if cheaper in your locality instead of white eggs. Use large eggs during spring and early summer; switch to mediums and pullets in late summer. Mediums are a better buy than large when they are more than one-eighth cheaper.

12. **Buy medium-sized apples and other fruit** instead of the large, specially selected, more expensive ones.

13. **Buy local fruits and vegetables in season;** avoid transportation costs of out-of-season produce.

14. **Serve fish, poultry, cheese, eggs** or **baked-bean** main dishes occasionally, especially in summer when meat is most expensive.

15. **Avoid heavy use of bacon,** especially in summer when all pork products are expensive. But many nutritionists count bacon as fat not a protein food.

16. **In beef,** look for the more economical cuts—chuck and round. These can be just as tender and flavorful when broiled or roasted as the costlier rib and loin cuts.

17. **Avoid paying extra for ready-prepared foods** unless timesaving is vital. But buy canned juices or frozen concentrates instead of fresh, and canned tomatoes and peas except when fresh are in season.

18. **Serve these cheaper, but nutritious vegetables** more often: carrots, collards, green cabbage, kale and turnips.

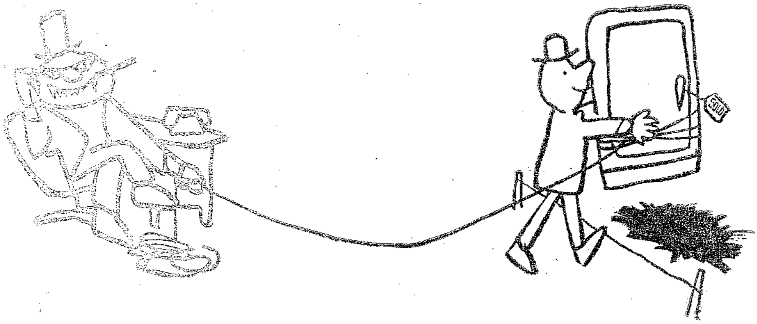
You can get an excellent free food-buying guide, with basic facts on nutrition and many money-saving recipes. Write to **Office of Information, U.S. Agriculture Department, Washington 25, D.C.** for a copy of "Family Fare."

SHOPPING THE SALES

Get down to clearances early. Selections are most complete at the beginning. While prices often are further reduced later in a clearance, the first reductions are the largest. But avoid the extreme styles which often are reduced most drastically in clearances but may look dated next season.

Watch out for "bait" bargains. These are low-priced specials which some stores may offer only to try to sell you up to higher-priced goods. If a store makes it difficult for you to buy the special, that is a signal you have been "baited."

A "reduction" from a "list price" is not necessarily a genuine sale. Many stores nowadays sell below list prices. In fact, sometimes exaggerated list-price tickets are printed on merchandise so that high-pressure retailers can offer what seems to be a bargain. The only way to make sure you are getting a reduced price is to comparison-shop the same goods at other stores.



BORROW NOW—PAY LATER

Our grandparents looked upon "being in debt" as a sign of personal failure. Today, rare is the family that is not in debt at least to the extent of a home mortgage, car financing or credit-card charges. Far from being considered immoral, such credit arrangements have supplanted cash in a large segment of our nation's spending and have contributed substantially to raising our standard of living.

Selling credit, in fact, has become a major business. And buying credit requires the same consumer shopping skill as for any other important purchase. Before you borrow, consider this advice from the American Bankers Association: **"You are probably heading for danger if you pay out over 15 percent of your income on installment purchases."**

CASH? CHARGE? OR "ON TIME"?

To understand credit, you first have to understand *just how much it costs.*

Obviously, the cheapest way of buying a $300 refrigerator is to hand over $300 in cash and have the product delivered to your home with a suitable guarantee that the seller will stand behind it in the event of any defects.

The next cheapest way is to give a down payment of as much as possible, and pay off the balance in a few monthly payments. A typical arrangement would be to pay $60 down on the refrigerator and the $240 balance in six monthly installments of $42 each. You end up paying $12 for the privilege of delaying payment; the refrigerator finally costs you $312.

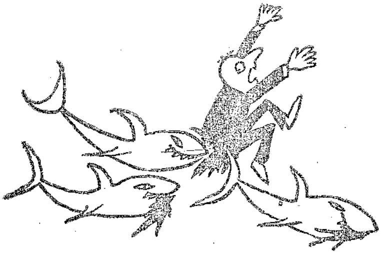
If you cannot make any down payment, the cheapest method is to borrow the money outright. If you are eligible for a loan from a credit union, you will obtain the $300 in cash, and pay it off over a 12 month period. The total interest will come to $19.80 and the refrigerator will thus be yours at the end of a year for $319.80.

Or, you can borrow from a bank at five and one-half percent discount, to be repaid in 12 monthly installments of $25 each. With interest, a service fee and an insurance premium, the total cost will come to about $322.

You can also use the store's financing plan through a loan company. This sounds simple, because the salesman usually fills out the forms right on the spot, and you do not have to go somewhere and take out a loan, explaining what it is for. Your 12 monthly installments will come to $28.57 each. You end up paying $42.84 for the use of the $300 which you did not pay in cash, and the refrigerator costs you $342.84.

When you buy merchandise on time, you buy at your own risk, and in affixing your signature to the financing document, you agree:

1) *to pay all charges;*
2) *not to sell the product or move away with it;*
3) *that the creditor actually* owns it *until paid in full;*
4) *to be responsible for loss or damage;*
5) *that if you fail to make payments as promised (even just the very last one), the creditor can take back the merchandise.*



Remember: you'll keep your costs down if you borrow the least you need, and pay back each month as much as you safely can undertake, not the lender's minimum payment. Not only the amount you borrow, but how long you keep it, determines how much you pay in finance charges. To know who lends for least, translate the advertised rates (usually a monthly charge) to true yearly rate.

"FREE" CREDIT

One way of getting a short period of credit at no cost at all is a 30-day charge account. At one time stores would let these run 60, or even 90, days without complaint. Now, however, many tend to add a service charge of one or one and one-half percent a month if the bill is not paid promptly at the end of 30 days.

Charge accounts have another advantage. They provide a record for personal use or tax purposes. Stores generally give their charge customers advance notice of sales and clearances.

However, be warned that stores offering charge accounts often charge more for the merchandise itself than those which either require cash or a credit fee for deferred purchases. And, to check yourself, ask, "Would I make this purchase if I had to pay for it *now*, in cash?"

Be wary of companies or advertisements that proclaim in boldface type such things as:

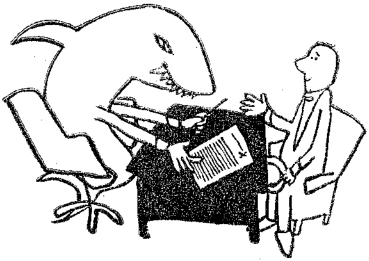
"NO DOWN PAYMENT"
"36 MONTHS TO PAY"
"NO CARRYING CHARGES"

J. K. Lasser and Sylvia Porter cite in *Managing Your Money*, the case of an installment purchase "without carrying charges." This was a diamond ring advertised at $95. The arrangement was $5 down and 18 weekly payments of

COMPARATIVE FEES CHARGED BY LOANS AND CREDIT FACILITIES

	Typical Stated Rates	Approximate True Annual Rates
Home mortgages	5½-6% yearly	5½-6½%
Credit unions	⅔ -1% monthly	8 -12
Bank personal loans	$4 -$7 per $100	8 -14
F.H.A. *home-improvement loans*	$5 per $100	10
Bank charge, check credit plans	1 -1½%	12 -18
Industrial banks	$6 -$12 per $100	12 -24
Car finance charges (new cars)	$6 -$7.50 per $100	12 -15
(used cars)	$9 -$18 per $100	18 -36
Retail installment credit	1 -2% monthly	12 -24
Revolving charge accounts	1 -1¾% monthly	12 -21
Small loan companies	1½-3½% monthly	18 -42

$5 each. For cash, however, the ring could be bought for $85. So the $10 financing cost really came to a *true interest rate* of more than 65 percent a year!



BEWARE THE LOAN SHARK!

Here are some DON'TS to observe if you want to avoid getting taken in by unscrupulous installment dealers and moneylenders:

DON'T sign any papers before the figures are properly filled in and you have read the small print.

DON'T sign a "receipt" for goods left on approval without reading to make sure it is not actually a sales contract.

DON'T sign more than one note for a loan.

DON'T take out a loan that requires you to buy expensive insurance along with it.

DON'T leave the lender's office without a copy of the papers signed or receipts for payments.

DON'T let a lender date a loan *prior* to the time you actually receive the money.

DON'T be in doubt about the reputation or the methods of a prospective loan firm: check with your Better Business Bureau.

SIX STEPS TO GET OUT OF DEBT

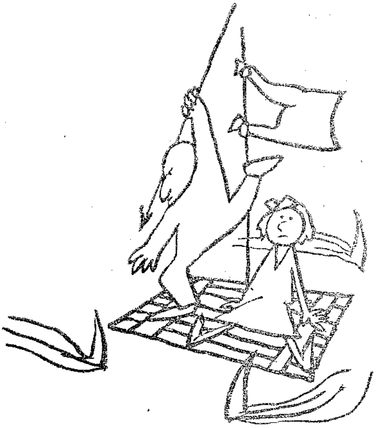
If you ever get heavily into debt, and especially if creditors are pressing you, here are six steps Sidney Margolius suggests to pull yourself out:

1. Check your "hidden" assets. You may have cash value in your insurance which you can draw on, or at least borrow on at a lower rate than your present debts require.

2. Work out a "crash budget" which temporarily reduces your spending as far as you safely can. Even families already trying to live economically often can find holes in their spending which can be plugged at least for a while.

3. Set up a schedule of payments for credits based on your remaining income.

4. Contact your creditors. Explain why you must delay payments and how much you expect to pay each week or month. If possible send an initial payment with your letter



of explanation. The secret of winning the cooperation of creditors is to get in touch with them before they get in touch with you.

5. Get a low-cost "consolidation loan" to pay off higher-cost debts and stave off threatening creditors. Often credit unions give low-interest consolidation loans to members to repay higher-cost or overdue loans. Commercial banks are the next best source of consolidation loans but tend to prefer the more financially stable borrowers. Beware of professional debt consolidators. The consolidators offer to set up a budget and arrange with your creditors for a

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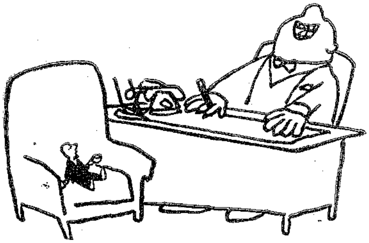


HOW GOOD IS YOUR CREDIT RATING?

Here are the kinds of questions a loan company asks—either directly or through investigation of retailers you deal with—when you apply for a personal loan:

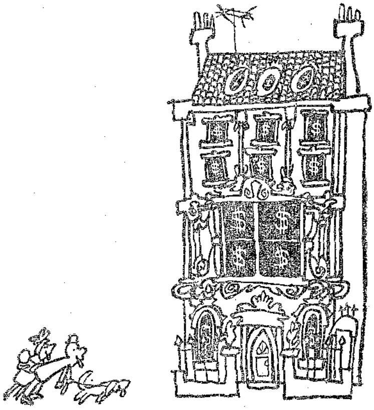
1. Will your income, from job and other sources, continue at a steady level during the period in which you are repaying the loan?
2. Will you be able to handle all regular expenses, other than the loan payment, during this period?
3. Will you be able to meet the loan payments completely and on time?
4. If you have any installment purchases, did you make a substantial down payment on them, rather than cover the whole cost by installment payments?
5. Are your monthly mortgage payments (or rent) a quarter of your income or less?
6. Does your spouse agree that the loan is **necessary**, and that it will fit into the budget?
7. Do you have an organized household budget, on paper, and currently up to date?
8. Does your figuring for the future include the possibility of repairs to the house, or emergency hospitalization or other contingencies?
9. Are your bills paid up or to be paid up within ten days?
10. If the family income was suddenly cut off, could you get by on reserve funds (or help from relatives) for six months?

The number of questions to which you can answer "yes" determines how good your "credit rating" may be. In any case, you would have to meet most of these obligations in order to be eligible for the loan.

stretch-out of payments. But they charge a substantial fee.

6. If you need it to carry out this program, get professional help. One source is your credit union. Family-service agencies also give counseling in budgeting and can refer you to legal-aid and welfare sources if you need these kinds of assistance. The retail credit bureau in your city can help you get up a schedule of reduced payments to creditors. The legal aid committee of your county or city bar association, your local Better Business Bureau and city or county district attorney may be able to intercede if there is evidence of misrepresentation in the transaction that led to your debt.

MONEY AND HOUSING



The biggest single expense of the average family is buying a home. A young family does well to rent for a while before coming to a decision about the kind of a house it wants. When the choice is made, here are the main points to be considered on financing:

How much to pay? Count on being able to pay *ten to 20 percent of the cost of the house* outright, and still have money left over for furnishings. Do not buy a house whose mortgage will come to more than 20 percent of your gross monthly income.

What kind of mortgage? Keep in mind that the length of time you take to pay off your mortgage makes a difference in the total interest charges. Note the difference in total interest paid, for each $1,000, at five percent, for four different length mortgages:

No. Yrs. payment	Monthly payment	Total interest charges
10	$10.61	$272.79
15	7.91	423.43
20	6.60	583.89
25	5.85	753.77

Prepayment privilege. Oddly enough, not all mortgages give you the privilege of paying more than the normal monthly payment, if you have extra funds on hand at any time. When selecting a mortgage, make sure that it permits prepayment.

Package mortgage. This simply means that the mortgage on the house also includes fixed items within the house, for which you would otherwise have to pay cash or arrange other financing (major appliances, carpeting, built-in furniture).

Open-end mortgage. This is a good feature to ask for. It is a regular mortgage, but one which gives the homeowner the privilege of requesting that additional money be added to cover remodeling, basic appliances and other improvements. The stipulation usually is that the additional loan cannot exceed the original amount. Thus, if a $15,000 mortgage has been reduced, by monthly payments over several years, to $10,000, an open-end mortgage would permit an improvement loan of about $5,000.

BUY OR RENT?

A frequent question among young families is: should we buy or rent? Here are comparative advantages cited by real-estate authorities which can help you decide in your own case:

Advantages of renting:

No risk of capital, especially in a time of inflated housing prices, such as in recent years.

You have more flexibility if you must move or if your family increases or your income changes.

If you may not remain in the same area at least several years, renting avoids the high initial costs of buying, such as lawyer's fee, closing costs, etc.

Advantages of owning:

You are protected against rent increases despite any possible further inflation.

You have a chance to invest "sweet equity"—your own labor—by maintaining and improving the property, and thus increase the value.

Some of your monthly payment does build up equity, that is, the difference between the value of the house and the amount of remaining mortgage. However, equity builds up only very slowly the first several years of home ownership.

You have a definite tax advantage, since mortgage interest and property taxes are deductible on income-tax returns.

In general, authorities sum up: *you can probably have a better home for the same money owning than renting, but will have to devote more time to maintenance and do not have as much freedom of movement.*

TIPS ON CHOOSING A HOUSE

If you consider only dollar value, generally you'll find lower prices for the same size and quality house in large mass-built development houses than small ones.

An experiment recently completed by the U.S. Agricultural Research Service found that not all modern housing ideas are truly practical under all circumstances. The Government specialists report that families found floor-to-ceiling windows left too little wall space in a small house. They made it hard to protect interiors from sunlight, with resultant fading of furnishings, heat and glare. Such windows require a sizable roof overhead, shade trees or an awning.

A family living in a house that featured "open planning," with only partial or no walls separating living areas, found the arrangement did provide spaciousness but not enough privacy. Families participating in the experiment agreed that separate dining and living areas still are preferable.

Families also reported that bedroom closets in small houses tend to be inadequate. Those in the experiment had four and three-quarters feet of rod space. The Government housing specialists recommend seven and one-half feet of rod space in each bedroom.

A. M. Watkins, building engineer and author of *All About Houses,* suggests five tests of a good plan:

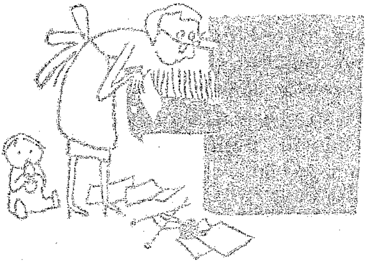
1. Is the family entrance (usually through the kitchen) properly located to be near the garage and driveway?

2. Is the kitchen centrally located so a mother can observe the children playing and also be near the front door?

3. Is the front entrance well planned, with a foyer and coat closet?

4. Is there good traffic circulation so that you can go from one room to another without walking through a third? The living room especially should be free of cross-traffic.

5. Is it easy to reach outside play area, drying area and patio from the house?



TRYING TO MAINTAIN RECORDS—AND KEEP THEM STRAIGHT

Ask almost any banker how well people keep records and he will groan audibly. *You* may be one of the people he is groaning about. If you do not know the answers to most of the following questions, you need to reorganize your personal accounting system:

Where are your insurance policies?

Do you have an updated will, and where is it kept?

Where are the family birth certificates?

Do you know where to put your finger on mortgage papers?

Can you explain what kind of household insurance coverage you have—theft, liability, fire, etc.—and where the policies are?

Have you made a household inventory, in case of fire?

Are your other legal or investment documents in a safe place?

Your bank or insurance company can supply you with a handy check list and record sheet on which you can itemize valuable papers and where they are. The list will include such things as:

Military service discharges
Citizenship papers
Household or business inventories
Birth certificates
Social Security cards
Contracts
Leases
Important canceled checks
Warranties and guarantees for products
Family records
Marriage certificates
U. S. war bonds
Bills of sale
Income tax records
Deposit books

A safe deposit box will cost you less than $1 a month to rent at your bank. In this you should keep all valuable documents. One way of determining a document's value is to ask yourself: *"Would it be practically irreplaceable if the house burned down?"*

THOSE PRECIOUS CHILDREN

You think your children are precious? Of course they are, and in more ways than one. In terms of dollars they are a steadily mounting "investment program" that can catch you by surprise. Many families with rising income are puzzled to find that they still fight to make ends meet. A cause of the problem can be the accelerating cost of bringing up children.

The cost of having a baby, according to the Health Information Foundation, had risen 41 percent between 1952-58, and is still soaring. The average cost for 1958 was $272. By the time the child has gone through high school, it is broadly estimated, he will have cost you at least $18,000, and if college is added, the figure may reach $25,000.

Here is how major bills rise for young children year by year:

AGE	FOOD	CLOTHING	MEDICAL	OTHER*	TOTAL
1	$190	$36	$75	$89	$390
3	$204	$68	$55	$98	$425
5	$232	$75	$95	$105	$507
9	$310	$125	$55	$135	$625
13	$400	$150	$55	$165	$770

*Toys, recreation, personal care, etc.

These figures are low, and do not reflect any housing or educational allowance. Nor do they reflect any of the dozens of "extras" a family is likely to face. To add another bedroom to even a modest frame house will cost between $2,000 and $3,000. The average might come to $50 a month, on installments, for five years. Dental care is another factor. Chances are about one out of four that a child will need teeth straightening. The bill: monthly payments up to $25 for a period of two years or more.

The Money Management Institute of America reports that children are conscious of money when very young. They face many of the problems later encountered in adulthood: they always want more than their money can buy; they can be generous or selfish; they can mistake money as a goal in itself. Much of their later happiness will depend on what you teach them about money.

Allowances should start as soon as children are able to tell a penny from a nickel and dime. Many a three-year-old will be off to a better financial start when given a few pennies *regularly.* Regularity in giving out an allowance prompts

regularity of spending habits. An allowance must neither be given as a reward nor withheld as a penalty. Use some other method whenever disciplinary measures are needed, rather than risk the possibility that the child will come to associate money with "right and wrong," or "good and bad," or "weakness and power."

SAVINGS

There are many forms of saving other than establishing a savings account in a bank. Some are dependable, others are risky. You should study various plans and know the best one for your family. Seldom will a family find a single plan to fill all its needs. Many are saving (with insurance, for example) without really being aware of it. The following are the most common methods of investing present income for the future:

1. BANK ACCOUNTS These are the simplest and safest methods. The exact amount of interest is known, and there is no chance of loss.

2. GOVERNMENT SAVINGS BONDS These can be purchased directly from a bank or through company payroll deduction plans. They offer a stated, built-in interest. Too, the tax on the increase in their value can be postponed.

3. LIFE INSURANCE Except for term insurance (the cheapest, which offers family *protection*, but no savings build-up), life insurance serves two basic purposes: present protection and future income. It not only provides for a man's family in the event of his death, but can be built up into a sizable amount for educating the children, helping to pay off the mortgage or providing retirement funds at a specified age.

4. MORTGAGES Many people who invest in homes overlook the fact that every mortgage payment represents substantial savings. If you have purchased a home in an area where real estate values are on the upswing, you may realize a substantial profit should you decide to sell the house.

5. INVESTMENTS If you know little about mutual funds, stocks and bonds or real estate, consult a banker or an investment broker. First, consider your aims. Do you want *regular income*? Long-range *growth*? The excitement (sometimes very expensive) of *speculating*? Then decide on how much income—either a lump sum or regular contributions—you can put towards an investment program. Above all, beware of "boiler rooms"—high-pressure phone calls, for example, urging you to "get in on the ground floor." In case of doubt, check with the nearest office of the S.E.C. (Securities and Exchange Commission).

6. INVESTING IN A BUSINESS You can establish this form of investment either by starting your own business, by forming a partnership with other people or buying into a small business already underway. The wisdom of this kind of investment depends on many factors, including your own abilities as a business man and the amount of study you have put into the project.

THE MECHANICS OF SUCCESSFUL SAVINGS

You're likely to carry out a savings program more successfully and win family cooperation for saving, if you set up separate accounts for specific purposes. Bankers say people are more apt to save for a specific goal.

You'll save more by getting an early start and saving small amounts, rather than starting late and trying to save big. One family saves $10 a month for ten years at an average yield of four percent. It accumulates $1,475. Another saves $20 a month for five years. It has deposited as much as the first family but winds up with only $1,329.

Make your money work full-time. Many families let their money lie semi-idle in accounts that earn little or no interest. Often they do this for the sake of having others discipline their savings, just as they use installment plans as a substitute for budgeting. For example, many people save in Christmas accounts, which pay no interest, when they could make deposits at another window of the same bank and collect interest.

Families also often use the wrong type of savings for their purposes. For example, some buy Government "E" bonds for short-term savings. But E bonds earn little interest the first six months. Not until the second year do they earn three percent. These bonds, however, are suitable for long-term purposes, such as retirement or unemployment, since the tax can be postponed on their increase in value.

Other families sign up for contractual purchases of mutual-fund shares, which impose a financial loss in case of early withdrawal, when voluntary purchases would serve the same purpose without the potential penalty.

Here are comparisons of typical 1961 yields of various types of savings and investments:

Fixed value savings

Credit Unions	3¾-4½%
Insured Savings & Loan Associations	3¾-4½
Mutual Savings Banks	3½-3¾
Commercial Banks	3
U. S. Savings Bonds	3¾
Insurance Policies	3
F.H.A.-Insured Mortgages	5¼

*More-speculative investments**

Mutual Funds	3-5%
Common Stocks	3-7
Real Estate	8-12
Second Mortgages	7-10

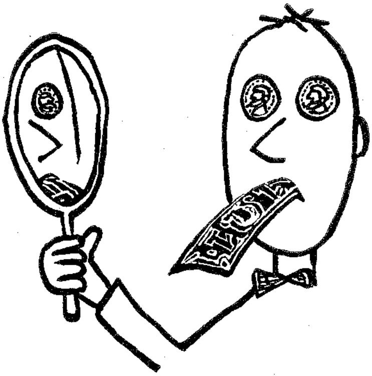
*Not including potential capital gains or losses, but only dividend income

WIFE TWO KIDS DOG AND CAR TO SUPPORT?

WHERE DO YOU STAND?

Bureau of Internal Revenue figures show who pays the nation's taxes, according to income groups. By 1970, the average U.S. family's income will be $7,500 a year.

Total money income (1959 dollars)	Families in each bracket	Income absorbed by taxes
Under $3,000	23%	3-5%
$3,000-$4,999	22	6-8
$5,000-$9,999	43	12-20
$10,000-$14,999	9	20-35
$15,000 and over	3	25



SOME SOURCES OF INFORMATION

BOOKS TO CONSULT

Managing Your Money, by J. K. Lasser and Sylvia F. Porter (Holt, Rinehart & Winston, $4.50). A comprehensive volume covering everything from "accident insurance" to "worries about money."

The Family in a Money World, Frances Lomas Feldman (Family Service Association of America, $2.50). A handy, paper-bound book of 188 pages, with particular emphasis on family needs.

Freedom from Money Worries, Price A. and Martha Patton (Fawcett, paper-bound, 50 cents). A guide on managing money.

Money in Your Pocket, Price A. and Martha Patton (David MacKay Co., Inc., $3.50). A management guide particularly prepared for young adults.

Your Guide to Financial Security, Sidney Margolius (New American Library, paper-bound, 35 cents).

Managing Personal Finances, David F. Jordan and Edward F. Willett (Prentice-Hall, $5.95).

Personal Finance, Elvin F. Donaldson (Ronald Press, $7.50).

BOOKLETS

How to Stretch Your Money, Sidney Margolius, 25 cents, Public Affairs Committee, 22 East 38th Street, New York 16, N. Y.

The Many Faces of Money, Edith G. Neisser, 25 cents, Human Relations Aids, 104 East 25th Street, New York 10, N. Y.

Fact You Should Know About Budgeting, Association of Better Business Bureaus (ask your local Better Business Bureau).

Money Management Institute, Household Finance Corporation, Prudential Plaza, Chicago 1, Illinois. Write for description of the Institute's 12 practical booklets (15 cents each), several of which have been quoted in this report on Money Management.

Institute of Life Insurance, 488 Madison Avenue, New York, N. Y. Write for a list of the Institute's booklets on money and budgets.

U. S. Government Printing Office, Washington 25, D. C. Write for a list of booklets and bulletins on family finances and money management.

Credit Union National Association, 1617 Sherman Avenue, Madison 1, Wisconsin. Booklets on loans, buying on time, budgeting and other personal money matters.

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into the clangor of Times Square, a doctor 80 miles away pronounced Oscar Hammerstein II dead of intestinal cancer.

When the stagehand heard the news, he began to cry. His reaction was typical in show-business circles across America and indeed throughout the world. Directors, producers, stars, supporting players, even chorus girls who had never met Hammerstein were inconsolable.

"My grief was indescribable—it was as bad as losing a loved one in my own family," says TV star Ed Sullivan. "It was like being hit in the stomach with a baseball bat," recalls actor Eli Wallach. "For days, I asked myself the question that couldn't be answered—why HIM?" says singer Polly Bergen.

Show people are noted for saying things they don't mean. What they seem to reflect as sorrow is often make-believe. But in the case of Oscar Hammerstein II there is no doubt that the hurt in the hearts of others was deep and lasting.

For not only was he the most popular lyricist in the history of American musical theater, contributing words of haunting beauty and deep wisdom to nearly 1,000 songs in 46 shows, including such enduring works as *Rose Marie, The Desert Song, Show Boat, Oklahoma, South Pacific* and *The King and I*; he was one of the most beloved persons in the popular arts, respected and trusted by those he worked with (backstage he was known as a "healing guy") and in turn respecting and dignifying other human beings, famous or unknown.

In his 41-year career, he knew failure as well as success, but he accepted everything that befell him with the same serenity, the same integrity of character. He refused to carp or criticize or to ask more of life than he was willing to give to it.

He was an optimist, a romantic who believed implicitly in love's lasting magic and in exalting that magic through his deceptively simple lyrics. Frequently he admitted, "I just can't write anything without hope in it." He refused to eliminate sentiment from his shows, in an era when sentiment was often derided; he felt it was as much a part of our lives as misery and sordidness, and he could not write a script that did not reflect that belief.

He insisted on putting pleas for racial understanding into his shows despite the advice of others to the effect that such "controversial" themes had no place in popular musicals. He worked openly and vigorously for the political and international causes he believed in, no matter how many people criticized him for it.

When death came, Oscar Hammerstein awaited it with the inner serenity and spiritual contentment of a man who had lived simply yet fully and meaningfully.

HE HAD KNOWN for several weeks before that August night that he was going to die. A year earlier, he had had an operation for an intestinal malignancy, but was told the cancer had been completely excised. For the next six months he functioned as usual, ate well and

"I just can't write anything without hope in it"

slept well. He was a big man, over six feet tall and a 200-pounder, so when he noticed a slight loss of weight, it didn't concern him. But then during June and the early part of July, his weight began to drop sharply. He became suspicious and went to his doctor.

"I think I'm going to die," he said bluntly. "You've got to tell me the truth. I have some things to do before I go." The doctor confirmed that the cancer was terminal.

Hammerstein could have extended his life by undergoing a second operation or by accepting massive X-ray treatments, but he refused. "It would only mean I would live on for a while in great pain," he told his partner and friend, Richard Rodgers. "I would be unable to do anything worthwhile. It would be too disagreeable for me. It would be bad for my family. I don't want it. I just want to die quietly."

His tone was dispassionate. As Rodgers remarked later, he might just as well have been saying he was going to catch the 6:14 train home that night.

Hammerstein himself chose the time and the setting for his death. He wanted to die in familiar surroundings, not a hospital. He preferred the quiet of his farmhouse in Bucks County, Pennsylvania, to his town house in New York. On the farm, he could look out across the green meadows he loved so much, and watch his cows, which often were the first to hear his lyrics, graze peacefully in the pasture. Here he attended to the "things" he had to do; saying good-by to his loved ones and preparing them for a future that would not include him.

He took each member of his family individually into a study lined with mementos of a rich career, including two Pulitzer Prize plaques, Hollywood "Oscars," Drama Critics Circle awards and countless citations from professional and humanitarian organizations. To his wife and inseparable companion for 31 years, Dorothy Blanchard Hammerstein; their son, Jimmy; his children, Willie and Alice, from his first marriage; and his stepchildren, Hank Jacobson and Susan Fonda, he explained calmly that his time had run out.

"I'm 65 and I've had a very full life," he said. "I'm grateful for the good fortune I've had, for the work I've been able to do, for my family and many friends. I have absolutely no regrets and no complaints."

"He didn't tell us, 'Don't cry, don't feel bad,' because that would have been too trite and too unrealistic for him to say," recalls Hank, an advertising executive. "But he gave us the comfort we needed by his very calm and his total lack of fear. All his life he had been that way—a man who sensed the different things people needed from him and who gave them what they wanted without stinting. He was a man with an unselfish love for people. Most people want something from you in return for their love. He never did."

Hammerstein discussed with each his personal hopes for the years ahead. With Willie, a Hollywood producer, with Hank, with Jimmy, a Broadway producer, and with Susan, he explored their futures and ways they might best utilize their talents. To his wife, Dorothy, he gave specific advice on how she should spend the next year. He urged her to go to her native Australia for the fall and winter both to provide herself with a change of scene, and to enjoy the Down Under sunshine at a time when New York and Pennsylvania would be laced with snow and frost.

He advised Dorothy to face up to the inevitability of a memorial service, although he knew it would be painful for her. "Part of Oscar's philosophy was that there are some things one *must* do, difficulties one must confront and overcome, rather than run away from them," Dorothy Hammerstein points out.

It was for this reason Hammerstein became active in controversial or utopian organizations such as the Fund for the Republic, the Committee for an Effective Congress, the World Federalist movement and the Welcome House that shelters and houses orphans of mixed parentage. This deep concern for humanity inspired him, at the height of Hitler's anti-Semitic persecutions, to attend services at New York's Temple Emanu-El, publicly identifying himself with Judaism, although he had been raised a Protestant and had no obligation to be aligned with a troubled minority.

Four days before the end, Hammerstein had Dick Rodgers down to the farm to give him his last thoughts on the planned remake of their film *State Fair*. They spent a few hours discussing how the film should be handled. Rodgers went to the farm heartsore and was overwhelmed by his partner's aura of peace and serenity.

After Rodgers left, Hammerstein sent letters to several old friends and business associates, giving his views on projects they had discussed and ending with only the briefest kind of good-by: "I'm grateful for the warm friendship you've shown me for so many years."

Then, sensing his strength fading, he retired to his bedroom, lapsed into unconsciousness brought on by sedation, and calmly and with dignity, released himself from life.

FOR MARY MARTIN, star of so many Rodgers and Hammerstein productions, there was a postdated farewell. The death of the man she revered as a "giant of gentleness and goodness" came as such a personal tragedy she felt she could not appear in the next day's matinee of her current Rodgers and Hammerstein hit, *The Sound of Music*.

"My first song begins: 'My day in the hills has come to an end, I know; a star has come out to tell me it's time to go,' " Miss Martin recalled recently. "I felt I simply could not

"Most people want something in return for their love. He never did"

go out and sing those words—words *he* had written. Then, like telepathy, came a phone call from Dorothy Hammerstein. She told me how Oscar had spent his last days reassuring his family and reminding them they had a responsibility to themselves to do their jobs pridefully after he had gone.

"I knew then that Dorothy's call was Oscar's last message for me, and I did what he wanted me to do; I went on as usual. Now I get a very warm feeling singing those opening lines at each show.

"Oscar taught me so many things," Mary Martin said. "He taught me kindness and consideration. When I first met him, I was a kid from Texas trying to find my way in show business. I went to him to audition for a chorus singing job in a company he was putting together for a series in St. Louis. I was very jittery and I tried to mask it with the surface attitude of brashness. I sang a number for him in a cocky, high-pitched tone and then I said, 'That was the *Indian Love Call*, I guess you never heard of it.' He said, 'Yes I have, I wrote it.' I nearly went through the floor. Then he smiled and said, 'Come on now, sing in your natural voice, I'm sure you've got a good one.'

"This big man worked very hard with me and although he decided I wasn't good enough then even for the chorus in St. Louis, he kept helping me until I got other parts.

"He taught me tolerance, too. Once I met Oscar and Dorothy coming from a wedding where Oscar had given away the bride. He mentioned casually it was an interracial marriage. I was shocked. I told him that in Texas we regarded this as a terrible thing. Patiently, he explained to me why it wasn't terrible and why intelligent people should not put up with discrimination. He said, 'It's not your fault you think the way you do, Mary; you've been carefully taught the wrong things.'

"Oscar often said that one day he was going to write a show for me; and some time later, when he and Richard called me for *South Pacific*, and I heard them play songs like *You've Got To Be Carefully Taught*, I knew *this* was the show he meant."

Anyone who ever worked with Oscar Hammerstein found his respect for other human beings all-embracing. "Auditions for Broadway shows can be the most nerve-racking thing for newcomers, but at Rodgers and Hammerstein auditions, even the most untalented person was always treated with dignity," says Eddie Blum, casting director for the R & H company.

In 1955, when Rodgers and Hammerstein were preparing *Pipe Dream* for Broadway, Rodgers underwent major surgery on his jaw. It affected him deeply and for weeks he tended to stay in the background at rehearsals. One rehearsal day, when Hammerstein was up front talking to the company, he turned to his partner and asked casually, "Want to take over now?" Then he moved toward a back seat, making it almost mandatory for Rodgers to step up and take control. It was this kind of rocklike support that was so characteristic of Hammerstein. And Rodgers was never to forget his partner's quiet expression of confidence during a crisis period.

Mike Wallace, in a TV interview, once asked Hammerstein if he had any religious affiliation. Hammerstein replied by telling the story of a cop who bawled him out for jaywalking one day, then struck up a conversation, and asked that very question.

"I told the policeman I didn't belong to any church," Hammerstein said, "but he patted me on the back and said he and his family listened to a record album of *Carousel* every night and he knew that I was religious. He had discovered from the words of my songs that I had faith, faith in mankind, faith that there was something more powerful than mankind behind it all, and faith that in the long run, good triumphs over evil. If that's religion, I'm religious."

For this attitude, and for lyrics like "When you walk through a storm, keep your head up high, and don't be afraid of the dark . . .", Hammerstein was often called a "Pollyanna." Cynics made much of the fact that he couldn't hear a song like *March of the Siamese Children* without being deeply touched and sometimes he would even cry —for joy—when listening to the gaiety of his *The Surrey with the Fringe on Top*.

However, Hammerstein felt he actually evidenced a tough-minded, realistic view of life. He didn't find "the whole world and all of life good," but he did find much of it good. He recognized the existence of "the seamy, the frenetic, the tragic," but said he felt the urge to "keep saying there are beautiful meadows bathed in sunshine. Somebody has to say that, because it is just as true."

He told columnist Inez Robb, when a whole series of sordid dramas became successful on Broadway that he felt there is no more validity to the theory held by certain playwrights that "life is one great big snake pit than that it is one huge, sunlit meadow. The truth is somewhere in between."

When it came to his work, Hammerstein was unbending. Not only did he demand perfection from others in the performance of it, he demanded perfection of himself in its creation. He sometimes worked from three to five weeks on a single lyric. And he watched over it and protected it after it was finished.

There could be no tampering with the Rodgers and Hammerstein quality or motif. When a South African production of *South Pacific* was being negotiated, all seemed to be going well—a contract had even been prepared—until the South African representative asked for one little concession: he wanted to be able to make changes "if necessary." What changes, Hammerstein wanted to

He went all-out to win in everything—shows, sports, bridge, even Monopoly

know? The South African producer was frustratingly unspecific. Hammerstein suspected he wanted to alter the lyrics of *You've Got To Be Carefully Taught* because its theme, the ugliness and stupidity of racial intolerance, would be out of character in a country whose *national policy* is segregation of the races. As a result Rodgers and Hammerstein did not permit *South Pacific* to be produced in South Africa.

On the other hand, when baritone Paul Robeson once decided to change a line in his rendition of *Ol' Man River* to make the song "more socially significant," he got curt orders from Hammerstein to leave the line alone. "If Robeson is singing my song, he'll have to sing it the way I wrote it," Hammerstein declared. "If he wants to deliver a Robeson message, let him write his own song."

A gentle giant in dealing with people, he was an obdurate giant in matters of principle. Once when a TV program was preparing a special salute to Richard Rodgers, Mary Martin, who was to be the featured singer, asked permission to do a production sequence built around the R & H song, *I'm in Love With a Wonderful Guy*. ASCAP, the songwriters' protective society, would not permit a production performance of this show tune on television unless a substantial fee was paid to the society, and this fee was too high for the program's budget. ASCAP was willing to waive the rule if Hammerstein (along with Rodgers, of course) gave special permission.

But Hammerstein refused. He regarded ASCAP rules as being inviolate and he did not want them waived even in this special case, for it might lead to a watering-down of its standards. He himself was a long-time official of ASCAP. The revenue the society brought him meant little to a man in his financial bracket, but he fought ASCAP's fight because he felt that less affluent songwriters needed a strong organization to prevent their work from being pirated.

Hammerstein was also a very competitive man. Because he took failure with grace and without whining, and because no financial inducements could make him change his natural style or encourage him to say things he didn't really believe, people thought him unconcerned about material success. But they were wrong.

"He wanted very much to come out on top in everything he did," Dorothy Hammerstein points out. "He wanted every song, every show, to be a smash. When he played tennis, he went all-out to win. He was the same way with his other hobbies and sports—chess, bridge, Ping-pong, even Monopoly when he used to play it with the children."

In assessing the elements of the Hammerstein character, one might conclude that the chromosomes that produced gentleness came from his mother's side and those that fused into toughness came from the father's. Oscar's mother, Alice Nimmo Hammerstein, a Scotch Protestant, was a warm and kindly woman.

When he was born in 1895, in upper Manhattan, she was in delicate health, so Oscar spent much of his time with her father, James Nimmo, a retired insurance man. Nimmo was an affectionate person who liked people. He and his grandson would spend long hours each day in nearby Mount Morris Park, exploring the foliage, playing games, sketching and hobnobbing with policemen, street-cleaners, delivery men and itinerants. When Oscar started school, he would get up at six in the morning so that he and his grandfather could continue their daily junkets to the park.

Young Oscar's father, William, managed the Victoria Theater (which his father, flamboyant impresario Oscar Hammerstein I had built into the Taj Mahal of vaudeville) and his uncle Arthur was an important producer of musical shows. They were both busy and preoccupied with their work, and they tried to keep young Oscar outside the theatrical rim. But when he was four, he coaxed them into taking him to the Victoria for a matinee; he found the theater a place of magic and wonder. He was so excited when he got home his mother had to put him to bed.

At 15, Hammerstein was tall, gangling and painfully shy. He entered Columbia University two years later, and in 1915 began to study law. His father and uncle still felt very strongly that show business was unsuited to him, both artistically and temperamentally. But they could not keep him from becoming active in a Columbia theatrical group called the Players Club. Here, alongside such fellow scholars and talents as Lorenz Hart, Howard Dietz, Morrie Ryskind and Bennett Cerf, Hammerstein found an outlet for his dammed-up ambition.

By his senior year, Hammerstein was contributing half the book of this annual show, was coauthor of the songs, and even performed as a comedian. It was at one of these shows that he met Dick Rodgers, then a youngster of about 13 who was brought backstage by his brother, Oscar's schoolmate. Later, Hammerstein was to recall wryly that Rodgers was still in short pants when they met. But Rodgers consistently refused to admit that and it remained the one unresolved disagreement between the two.

Hammerstein's father died when Oscar was an undergraduate, leaving only a small income. While he was in law school Hammerstein took a job as summons server with a law firm for $5 a week, but he hated it so much he quit the job and braced his uncle for another job. Arthur Hammerstein was unenthusiastic, but realizing the boy had no parents and had to live, found him a spot as assistant stage manager of one of his productions.

In time, young Oscar was given a chance to write a book for his uncle, then was thrown in with the well-known librettist, Otto Harbach.

He did not want to be mourned but he did want to be remembered

Harbach quickly recognized the boy's skills as well as his personal qualities. Though Hammerstein then—and even later on—was regarded as a basically serious person, Harbach noted his capacity to enjoy simple pleasures, and his appreciation for humor that avoided the "insult" motif popular at the time.

Hammerstein and Harbach collaborated on several great successes, *Rose Marie, The Desert Song* and *Sunny.* Oscar swept on to other successes. And in 1927 came his great bonanza, *Show Boat,* for which he adapted the Edna Ferber novel, and wrote the lyrics to Jerome Kern's music. By this time Hammerstein was earning over $100,000 a year.

Then, unaccountably, he hit a slump. In the '30s, eight of his shows flopped, two films barely broke even, two were failures and four were never even released. Younger songwriters, librettists and playwrights who had once looked up to Hammerstein as a dazzling talent, flashed past him as he faded downward; but, his temperament immutable, he wrote letters of praise to them. And he never blamed the public for its fickle attitude.

In 1942, Hammerstein received an unexpected call from Richard Rodgers. The boy he had once met at college had been enjoying as many successes as Hammerstein had failures. Rodgers' partner was Lorenz Hart, a brilliant but very erratic lyricist. The Theater Guild had asked Rodgers and Hart to do a musical adaptation of a play called *Green Grow The Lilacs.* Rodgers liked the idea, but Hart did not and had gone off to Mexico. Through his own neglect, Hart's health was poor. Rodgers felt Hart would no longer work with him and wanted to team up with Hammerstein.

Always the gentleman, Hammerstein made a unique suggestion. If Hart started work and could not finish, Hammerstein would finish but without taking credit and without accepting any payment. Hart finally sent word, however, that he positively wouldn't start. So in August 1942, the new team of Rodgers and Hammerstein began collaborating on *Green Grow The Lilacs.* Its name was changed later to *Oklahoma!* and it was presented first on Broadway, and then all over the world, setting into motion the integrated musical comedy as a new era in theater.

Oklahoma! was, of course, a smash hit. Yet it was typical of Hammerstein's humility that he decided to put things into proper focus by advertising in *Variety,* the show-business paper, the names and backgrounds of the five flops he had before *Oklahoma!* And, as if that weren't pointed enough, he added in bold, black type: "I've done it before and I can do it again!"

The titanic success of *Oklahoma!*

rocketed the team of R & H into a glory world all their own. They followed with a series of fine hits: *Carousel, State Fair* (film), *South Pacific, The King and I, Allegro, Me and Juliet, Pipe Dream, Flower Drum Song* and the current *The Sound of Music*, many of which are today considered classics of the American theater.

Through an era which has probably been the most troubled in world history, they provided in songs like *June Is Bustin' Out All Over, Some Enchanted Evening, You'll Never Walk Alone* and *I Whistle a Happy Tune*, a theme of buoyancy, hope and surcease from pain.

When Oscar Hammerstein's mother died, he spent long hours soul-searching for a way to handle his grief. "It crystallized an attitude I've had toward death ever since," he said later on. "I receive the shock, take it and sort of resist it as an enemy. I get stubborn about it and say, 'This is not going to lick me'."

In much the same fashion, Oscar Hammerstein did not let the imminence of his own death lick him; and he did his best to prevent his death from licking anybody else. "Mourning does not become the theater," he said, when he delivered the eulogy for Gertrude Lawrence, late star of *The King and I*. What he said for Miss Lawrence he would have said for himself. He did not want to be mourned, but he did assuredly want to be remembered. And the matchless lyrics he left are his guarantee for that.

IN OCTOBER CORONET

THE HOUSE WITHOUT A GABLE: life without Clark
In this candid, heart-baring story, Kay Gable reveals how she fought to survive the shock of her actor-husband's death four months before his first child, John Clark Gable, was born.

HIGH SCHOOL SECRET SOCIETIES: a shocking report
Fraternities and sororities, operating with secret oaths, passwords and sadistic initiations, are flourishing in our high schools. Read the frightening facts of this threat to our teenaged children.

BREAST CANCER: a new drug brings new hope
Science has found a new drug that promises to cut postoperative recurrence of breast cancer by nearly 50 percent. This major breakthrough brings new hope to thousands of women and their families.

SPEED
TRAPS
FOLLOW-UP

case. You may fine yourself or let yourself off with a warning." Some drivers get angry—they can't believe this evidence of Southern hospitality—but most accept his word. About half of the offenders fine themselves up to $25, the rest issue themselves warnings.

Yet, as this plague on motorists is suppressed in one area it breaks out in another. The only effective enemies of speed traps are: continuous vigilance of The American Automobile Association and similar groups; local actions taken by merchants, resort owners and responsible public officials; and courageous reporting by victims.

Such vigilance and fearless exposure have been provided by CORONET readers. Hundreds have written to the editors documenting their own experiences with speed traps.

One reader was victimized by a speed trap on his way to visit a dying mother; some have been fleeced of all the money they had saved for a week-end vacation or to buy a coat.

Traveling salesman F. H. Whalen, San Francisco, will never forget the "ruthless, inhuman" treatment he witnessed as part of a crowd of motorists hauled into a basement room in the Court House in Lordsburg, New Mexico. "The route is traveled by a lot of people who barely have enough money to take them to their destination," he writes. "Young couples with children, old people, all pleading they just had enough money for food and gas, pleaded in vain. They were given to a certain time to raise the fine (which ranged from $22 to $35) by phone or wire. The old-fashioned desk, even at 10:30 in the morning, had drawers stacked with money."

"How much have you got?" not "How fast did you go?" is the most important question asked of most drivers who are caught. Listen to a Pan American World Airways official, Captain John Fitzpatrick, who was ticketed outside Fort Pierce, Florida, for going 75 miles an hour through the city in a small foreign car. (The manufacturer says his car cannot go that fast.)

"When I told the police officers that I had to get to my ship as it was on an alert," he writes, "I was told . . . , 'Well, you have to put up a bail bond of $50.' I told them I did not have $50 and asked them if they would take a check. The officer said they would have to get cash. They asked me, 'How much money do you have?' I counted out $45. They cut the speed charges from 75 miles per hour to 55. . . . I was fined $40."

A bill has been introduced in the Florida Legislature to reduce the local constable's fee for traffic arrests from $7.50 to $1, but speed trapping is still big business as Yankees pour into the sunny South. For example, a recent A.A.A. report to the Governor of Florida revealed: "The Florida gateway for motorists arriving from the North is through the town of Boulogne with a total population of under 50 persons. There are no schools, school zones or important cross-traffic arteries in this one-mile village. . . . Yet this village collected $16,725 in 1960 in fines and forfeitures from motorists

. . . 85 percent of the total village revenue . . . the two-man police force . . . made only five non-traffic arrests during the year."

This summer the Florida State Senate tried to take action on Boulogne—it didn't abolish the speed trap but a bill was introduced to abolish the town. It was defeated.

In New Mexico roadside justice is dispensed from courts often housed in shacks by Justices of the Peace who need know no law—in fact, they do not even have to be literate. One New Mexico Justice of the Peace recently pocketed more than $25,000 in one year—all earned from the costs (usually $5) added to traffic tickets.

The Judge makes about $5 when the victim is found guilty, but gets nothing when he is found not guilty. Thus—in another J. P. court in New Mexico there was not a single "not guilty" verdict in more than 600 cases.

JUSTICE, TRUTH, fairness, honesty are mocked by the treatment given speed-trap victims. When a police officer in a Kenly, North Carolina, speed trap accused insurance man Louis Zarrelli of Bridgeport, Connecticut, of going through a caution light, Zarrelli answered that is was not red at the time. The officer answered, "I know it, but follow me to the station and I'll give you a 'salutation.' "

The ticket charged "passing a red light." Zarrelli complained and he was told he could post a $35 bond and come back for a trial in two or three weeks, or pay a fine of $21.90. He was on his way to Florida. He paid the fine.

When the Reverend Dale E. Matthews of Joliet, Illinois, protested a fine by a Justice of the Peace in Pleasant Hill, North Carolina, he was told, ". . . if I wanted to make an explanation I would have to wait a week from the following Thursday for court . . . and unless I paid a $37 fine I would be held in jail until court time." The minister paid.

John F. Lyng was driving behind a state police car near Rockville, Indiana, last November, when the patrol car swung out to pass another car. Lyng followed, and was stopped. "You overran a piece of the yellow no-passing line. I will have to arrest you," said the policeman. Lyng said he had followed the policeman and the policeman said he had just cleared the line, so Lyng must have touched it. Lyng was ordered to a Justice of the Peace at Rockville.

For this offense Lyng was fined only $1. But he had to pay $18.75. The difference came from "costs": $6 for "docket fees"; $4 for "Prosecutor Fees Due State"; $1.50 for "Safety Resp. Comm. Fees"; $.25 for "Safety Resp. Cert. Fees"; $6 for "Prosecutor Fees Due County."

Thus, the fine may be disguised; nevertheless the victim is forced to pay a ransom for his own release.

People who run speed traps openly scorn the basic protections and guarantees of the American judicial system. They ignore principles of fair trial and the idea that a person is innocent until proved guilty.

Caught in an Iowa speed trap,

Dale Rowe of Gadsden, Alabama, asked for a trial by jury. The judge answered, "Sure. How about three weeks from Wednesday at one o'clock—in the morning, that is." Rowe paid without a trial.

Recently, New Mexico rezoned its highways. This has caused a great deal of confusion about the "correct" legal speed. One reader found the state police on Route #66 near Gallup disguising a patrol car as an ordinary car with a flat tire. Actually it was a radar set-up. The legal speed limit drops from 70 to 60 at that point, and before you can slow down you may be nabbed. New Mexico State Police also hide just over the tops of hills, where they cannot be detected until it is too late.

A PRESS DEADLINE REPORT ON TRAFFIC-ARREST HOT SPOTS:

(This national survey is based on the files of American Automobile Association and other sources.)

Connecticut—No speed traps, but continuing tough statewide campaign against speeding. Residents lose licenses if caught one mile above speed limit.

Florida—Off the AAA speed-trap list at the moment, but readers and other sources warn out-of-state drivers to watch for overeager—and over-expensive—law enforcement, especially on Route 301.

Georgia—The famous Ludowici light is no longer timed to catch unwary motorists, but the police there are still eager to prosecute the slightest road infraction. Drive with extreme caution. This warning extends to all of Long, Tattnall and Bryan Counties.

Iowa—Many small towns are extremely strict on out-of-state cars.

Kentucky—Still one of the worst speed-trap states. There are speed traps at Bedford, Crofton and Hanson. Drive with caution through Slaughters.

Maryland—No speed traps, but many counties, such as Montgomery, are heavily patrolled, and traffic laws are vigorously enforced.

Mississippi—Many readers indicate that tourists in the Gulf area should beware of small towns.

Minnesota—Exercise extreme care in driving through Eagle Lake, Byron, Fairmont, Lake Crystal, Mankato and Springfield.

Nebraska—In Broken Bow there is heavy enforcement. Be especially alert.

New Jersey—No speed traps, but energetic statewide enforcement of speed limits.

A New Mexico highway-safety expert declares: "The New Mexico code of traffic enforcement and administration of justice . . . is designed less for *protection* and more for *extortion*. Motorists need to be warned to avoid the state if possible—but if forced to drive within its borders, they should exercise the greatest vigilance."

In Kenly, North Carolina, not long ago the speed limit set by the state was 55, but local police were arresting drivers for going over 45; they were enforcing advisory signs which only *suggested* that the motorist travel 45 m.p.h. through Kenly. There was a serious question about the legality of arrests made there, but at last report no one has

New Mexico—This state seems to be developing into one of worst in country. Hidden radar patrols strictly enforce sudden, unsuspected changes in speed limits, and justice often doled out by roadside J. P.s. Be careful on all tempting straight roads. Be particularly watchful in Lordsburg, the area around Gallup, U.S. 66 a few miles west of Moriarty and U.S. 85 between Socorro and the Texas border.

North Carolina—Situation improving, but the state has a long speed-trap history, and small-town police may still be tempted by out-of-state cars. Be especially cautious in Kenly.

Ohio—Exercise care in rural Ohio, particularly in Morrow and the Bucyrus area.

Pennsylvania—Radar traps; strict enforcement all over state. Watch out for overzealous police patrols in Mexico, Thompsontown and on Route #19 between Mercer and Meadville.

Texas—Readers report increasing stern enforcement, particularly in Fort Worth suburbs; and on the Route #77 bypass at Harlingen; Route #75 at Conroe.

Virginia—Low speed limits enforced by radar, sometimes decreasing at the bottom of a hill. Be on guard through entire state—speeding arrests are very frequent; be especially vigilant on Route #301 from Petersburg to the North Carolina line, on the Emporia bypass, from Staunton to Lexington, and in Hillsville area.

Washington—Speeding law enforcement increasing throughout the state.

West Virginia—Be especially wary in Valley Grove and Charles Town. Avoid Ridgeley.

N. B. Connecticut, Indiana, Iowa and Oklahoma use airplane patrols over highways to check speeding and improper passing.

gotten his money back, and the A.A.A. warns its members to be "especially on guard to avoid violation" when they have to drive through Kenly.

Proper police procedure is to encourage motorists to drive carefully, not to trick them so they must pay fines. W. C. James of Austin, Texas, warns CORONET readers of a speed trap—the Route #77 Harlingen, Texas, bypass. "Heading south sign after sign shows speeds up to 45 miles an hour," he reports. "After about two miles, there's a railroad crossing. Just north of this is a 45 m.p.h. sign. Just south of it is one sign that is partly hidden: 30 m.p.h. Right south of the sign is a city police car with radar, and before anyone has a chance to slow down to the 30 m.p.h. the radar cops have him."

Another CORONET reader reports that on Route #75 in Conroe, Texas, "they have closely spaced signs so that a motorist, coming from the north, suddenly finds himself slowed to 50, then 40, then 30, and then to 20 miles an hour for a school zone, though no school is visible. . . ."

Speed traps thrive on the silence of the intimidated. Once their victims speak out with facts, however, forces are usually mobilized to close them down.

There is little you can do at the moment you are caught, for you are generally far away from home with the law stacked against you. But, you can, however, attempt to get the facts of your arrest, the names of those who arrested and tried you, the charge, the specific amount of the fine and the costs, a receipt for your money. Then, when you are safely back home you can bombard the local newspaper, the Chamber of Commerce, town, county and state authorities with the plain facts. If you do that—and the victim behind you and the one behind him do the same, then the speed trap will almost certainly be shut down.

Until you do, highwaymen with badges will continue to prey on the innocent—and profit hugely from highway cash register justice.

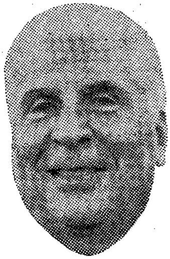
SIGNS OF THE TIMES

IF WE DON'T Have It, You Don't Need It," says a sign in a store in Springfield, Illinois. —LOUIS KIRSCHBAUM

SIGN ON A closed retail store: "See—we *did* undersell everybody." —WILLIAM JOSEFFER

A SIGN POSTED at the outskirts of a town in Iowa: "Defiance—A Friendly Town." —PAUL MILLS

A NEW YORK pet shop is called the: Fish & Cheeps Pet Shop. —JOHN ALLEN



The signore's pedigreed pasta

BY RALPH BASS

Giovanni Buitoni's
recipe for success:
mouth-watering macaroni—
all sizes and shapes—
dished out with
saucy personality

ONE OF THE PARADOXES of American kitchen arts is the fact that the more diet-conscious we have become, the more we are consuming of spaghetti, linguine, lasagne, tagliatelle; manicotti and dozens of other Italianate forms of the staff of life known to Romans, their countrymen and friends as *pasta*.

But the pasta paradox is less a mystery to those who have encountered the dynamic stimulator of this growing national appetite, Giovanni Buitoni, a flamboyant, Italian-born, instinctive tycoon who transplanted his great-grandmother's recipes to New York and became a millionaire by using his noodle. Buitoni, acquaintances say, is "an American, born by mistake in Italy."

Actually, Buitoni was already a success even before he made his first visit to the U.S., in 1939. With four brothers, he was owner of a thriving food business that had been in the same close-knit family for 134 years, ever since it was started by the aforementioned great-grandmother. His U.S. visit, in fact, was to attend the 30th anniversary of the Hershey Chocolate Co., as an honored guest —a distinction he rated as president of the Buitoni family's famous Perugina chocolate plant.

In 1939, the New York World's Fair was in its first year, and the alert Buitoni decided that, since he was going to be in America anyhow, he might as well open a small restaurant at the fair to sell the family speciality.

Accordingly, he wrote his brothers, Luigi, Marco, Bruno and Giuseppe for copies of their great-grandmother's handwritten pasta and sauce recipes, and put out a sign at the fair grounds: "All the spaghetti you can eat for 25 cents."

The secrets of the family's method of making such Itailan treats as ravioli, meatballs, mushroom, clam, marinara and meat sauces, Buitoni entrusted to his wife Letizia, a slim, flashing-eyed former opera singer, who supervised the kitchen.

Spaghetti-lovers swarmed in, and almost at once were consuming 20,000 portions a day. Giovanni Buitoni began to think that here was a market for pasta as promising as Italy itself.

BEFORE HE COULD translate this thought into action, however, World War II broke out. The visiting Italians were suddenly in the position of being enemy aliens. In due course, the F.B.I. notified Buitoni that since he had not turned himself in for detention at Ellis Island, a warrant had been issued for his arrest. Accustomed to middle-of-the-night raids along totalitarian lines, the Buitonis thought it most sporting of the F.B.I. to give them advance warning. So they promptly took off for Sharon Springs, a New York watering place, for a brief vacation before reporting.

Eventually, Buitoni persuaded the F.B.I. he should not be treated with hostility—largely because as mayor of Perugia, Italy, he had often opposed Mussolini. With freedom of action, the Buitonis were on their way. Letizia pawned her jewelry and the couple had enough money to start a modest spaghetti and macaroni manufacturing company in New Jersey.

One of the first outlets for the enterprise was a New York restaurant on Times Square next door to the RKO Palace Theater. Repeating his "all the spaghetti you can eat for 25 cents" gambit, and installing a conveyor-belt-type counter to move the dishes from kitchen to patron, Buitoni soon had all the customers he could handle. His waiting line mingled with the Palace's and more than once, it was said, a movie-lover panting to see Betty Grable found himself surrounding a dish of spaghetti instead.

The business grew, and by 1952 Buitoni products were streaming from a $2,000,000 plant in South Hackensack, New Jersey. Shrewdly assessing the average American's preoccupation with weight and diet, Buitoni instituted a macaroni line containing more protein and less starch, built a loyal following that liked Italian food but craved the sylphlike look.

The enthusiastic American response to Italian foods gave Buitoni a new inspiration. Why not try some American products on Italians? Baby foods, for instance; dietetic foods, frozen foods and Melba toast. He broached the thought to his brothers and for some weeks expletives flew back and forth across the Atlantic. The brothers were not convinced that tradition-bound Latins would take to American cuisine. As for baby food in jars, they snorted, Italian bambinos had been eating spaghetti for 1,000 years and had it hurt them? Look at Sophia Loren!

Nevertheless Buitoni persisted and today Italians, young and old, can buy a number of typically American supermarket items. Getting in on the ground floor, the Buitonis profited handsomely. With more than 7,000 employees in Italy and France, and hundreds more here, they constantly expand. Recently they broke ground for a baby food factory in Aprilia, Italy, thus adding to their plants in Rome, Paris, San Sepolcro, Perugia and South Hackensack.

Simultaneously they started work on a model plant and community center in Perugia, patterned after several Buitoni had visited in the U.S. To be known as "Candy City," the new set-up will, Buitoni believes, promote efficiency and also happiness among the workers. He talks enthusiastically about the streamlined methods he is introducing there but even more glowingly about the hotel, nursery, swimming pool and tennis courts.

All this had its start almost a century and a half ago with a courageous little Italian woman named Guila Buitoni, born in Tuscany in central Italy in 1791. At 36, married to an ailing husband, and with children to support, Guila went into business—something that was practically unprecedented for a woman of her time—with a small kneader and press and the other tools required to make macaroni on a commercial scale. Hers was the world's first macaroni manufacturing plant.

Guila's tiny workroom opened its door in San Sepolcro in 1827. In the same town today, the Buitoni plant is one of the nation's largest and most modern. And, in memory of the little Italian working mother, her descendants have installed a nursery where other working mothers may leave their children under skilled care.

Despite Buitoni's Americanization (he and his wife have their permanent home in a $750,000, 40-acre estate in Paramus, New Jersey), he still has a noticeable accent and an Italian exuberance. He even sings on the street. "When I do," he says, "people turn and stare at me. In France, nobody thinks this is strange, and in Italy you are expected to." This winter he plans to sing publicly at a Carnegie Hall musicale.

Letizia Buitoni, despite her operatic experience, says she is much too busy to sing these days. She is a vice president of the company with the last word on any new product. She spends two days a week at the South Hackensack plant and a lot of time in her own kitchen, experimenting. Her industry delights and amazes her husband.

"When we were married in 1936," he says, "my friends told me she had holes in her hands, and that the money would all drain out and I would be ruined. So on our wedding day I put everything I owned in Letizia's name. She was so shocked by the financial responsibility that it was years before I could get her to spend any money at all."

According to the Buitonis, the basis for their success in this country was laid by Thomas Jefferson, when he introduced spaghetti here in 1787. Today, according to the U.S. Department of Commerce, we gobble up more than a billion pounds of macaroni products a year, about six pounds for every man, woman and child in the country.

If all the spaghetti eaten in the U.S. during the year was laid succulent end to succulent end you could circle the globe with it a couple of thousand times—without counting miles of bucatini, perciatelli, linguine, bavette, tagliatelle verdi, lasagne, elbow macaroni, cut mezzani, cut ziti, rigatoni, mostaccioli, mostaccioli rigati, ditali, cavatelli, ditalini, fusilli, mafalde, margherite, ripple-edged lasagne, tubettini and numerous other sizes, shapes and thicknesses of pasta.

Buitoni is something of a food faddist. He begins each day by drinking a glass of cold water, followed after ten minutes with a glass of hot water sweetened by honey. Then a short walk and some singing ready him for a light breakfast of fruit and an egg with bacon. Later, he never fails to have a pasta dish, but shuns rich gravies. He carries his faddism to the point of beefing up Buitoni pastas with protein.

"We're just trying to make food that tastes good," says vice president Letizia Buitoni, whose figure remains trim on menus that regularly include a form of pasta. And despite the highly mechanized efficiency of their plant, turning out 170 packages of spaghetti and 750 ravioli every minute, the end product has one important thing in common with great-grandmother Buitoni's modest output: it's mouth-watering.

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FACTS FOR FAMILIES section

Big tips for better living: new speedy-healing pill; what makes a good nursery school?; what you should know before remodeling your home; picnic food hazards

THE PILL THAT SPEEDS HEALING

BY LESTER AND IRENE DAVID

A woman was rushed to the emergency ward of a California hospital, her face a mass of bruises after an accident at home.

A young mother developed a painful abscess on her lip, caused by the dread germ "staph."

A former star halfback on the New York Giants was painfully injured when he was smeared by three St. Louis Cardinals after catching a pass.

Ordinarily, each case would have taken several weeks to heal. But this time the faces of the women cleared up in a few days; while gridiron star Frank Gifford returned to the field, bruise-free, in a relatively short time.

This medical "magic" was accomplished by a drug that was neither swallowed, injected nor even rubbed on their bodies. In each case the patient placed a small tablet inside the mouth between the cheek and the outside of the gums. As it dissolved, it released a potent medication into the blood stream, stepping up natural processes of body repair.

The drug, called Varidase, was developed a number of years ago but had limited use because it could only be given as an injection. Now scientists have perfected it in tablet form, increasing its usefulness. The small yellow pill, with a pleasant lemon taste, has already been used on thousands of patients in this country and abroad and promises to be of prime service to your family.

A black eye, for example, can be cleared up over a week end, instead of taking a week or two. Those multicolored lumps that cause embarrassment and pain can go away in days instead of weeks. Bruises can vanish virtually overnight; deep cuts can heal without stitching.

Swollen jaws that usually follow surgical sessions in your dentist's chair needn't be a problem any more. Dr. Irving Innerfield, former director of the Enzyme Research Laboratory of the New York Medical College, reported on a study in which tablets were given to 49 dental patients, while 13 received no medication; all had undergone dental surgery. After two to three days, only nine of those who got the drug showed more than a slight swelling; ten of the other group had "prolonged" bumps and pain for the same period. When two of the controls were given the tablets, they showed "exceptional recovery within 24 hours."

Dr. Innerfield, who has conducted extensive studies on patients at New York's Harlem Hospital, also cites successful treatment of inflamed sinuses, back sprain, bursitis and a variety of other ills. One woman had been in agony for months because of chronic thrombophlebitis, a blood clot in a vein. Four days after the drug was given to her, the clot had dissolved and the pain had vanished. A hemophiliac, or "bleeder," developed a massive tumor filled with blood. He took the tablet for three days and by the fourth the tumor had vanished. Surgical patients given the drug healed more rapidly, with less pain and scar formation.

Other medical reports also disclose success in treating various ailments including burns, bronchial asthma, leg ulcers, respiratory tract infection and acne. Dr. Joseph M. Miller and his associates of the V.A. Hospital at Fort Howard, Maryland, popped pills into the cheek pouches of patients suffering from abscesses, bad swellings and blood clots in the veins. Writing in *The Journal of the American Medical Association,* Dr. Miller said that out of 62 conditions treated, 55 had "excellent" response.

What is the secret of the "anti-bruise pill," as sports experts call the little yellow tablet?

When a part of the body is bruised, cut or otherwise injured, the rest mobilizes at once for defense and repair. Inflammation occurs because increased amounts of blood rush to the irritated area to combat the threat.

White corpuscles, the blood cells that defend the body against germs, leave the blood vessels to battle the invaders. These cells are suspended in blood fluid which accumulates in the tissues, thus causing swelling. There is pain because of pressure exerted by the fluid and white cells on the nerves. Residue that forms at the site contains dead tissue and dead germs, part of the debris resulting from the battle waged there.

Meanwhile, as the battle progresses, a membrane is built up around the inflamed area from the inside, walling it off from the rest of the body. Other needed white cells and germ-destroying antibiotics cannot penetrate this barrier; healing is thus slowed.

Varidase contains an enzyme

called streptokinase which destroys this membrane by a process of chemical change. The streptokinase activates a substance in the blood called plasminogen, which in turn breaks down the cells of the membrane. Now more white corpuscles can flow into the arena, more antibiotics can get at the invaders. The drug also dissolves blood clots and other debris and helps remove fluid that has collected in the tissues. The result: swelling and pain disappear, healing follows rapidly.

Doctors who have tested the drug on bruised athletes have been especially impressed. Dr. J. L. Blonstein of the British Amateur Boxing Association gave 247 fighters two tablets one-half to one hour *before* boxing. An equal number of boxers were handed dummy pills to swallow at the same time. Reporting in the medical journal *The Practitioner*, Dr. Blonstein revealed that the incidence of bruising and abrasions was fully one-third lower in those who received the drug.

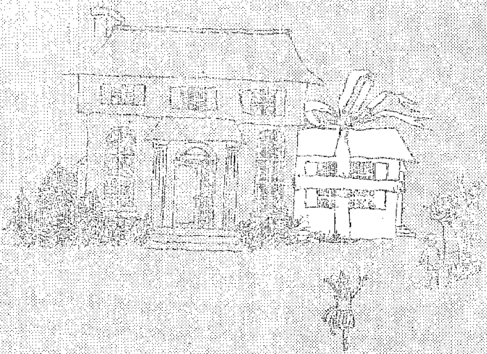
Results of a second series of tests were even more remarkable: 88 boxers were given tablets daily for three days *after* their bouts, while 34 got dummies. Bruises, swellings and even sprains of the first group cleared up in four to five days—but those who didn't get the drug weren't rid of their signs of battering for two to three weeks! Four men who took tablets received cuts in the upper lip in combat which normally require four weeks' healing time. The boxers did not need stitches and were all better in a week.

Dr. T. A. Lamphier, a Boston physician, had Jack Fadden, trainer of the Boston Red Sox baseball team, administer tablets to 20 players for assorted injuries and ailments: two fractures, three abscesses and a number of leg and hand bruises. The results were excellent and out-of-play days were greatly reduced.

Decades of work by medical scientists went into the discovery that enzymes could be one of man's most potent tools of healing. In the early 1930s, Dr. William S. Tillett first isolated the particular enzyme, streptokinase, learning its profound effect on clots and pus formation. He and other researchers spent years purifying and testing it, later aided by Lederle Laboratories, a Division of the American Cyanamid Co. Varidase resulted.

Tests to date have shown no side effects other than occasional slight irritation of the cheek and some dryness. The pill should be dissolved, not swallowed, because the gastric juices in the stomach may interfere with its absorption into the blood stream. Available on prescription only, it is generally taken four times daily for about three days, and costs about $1 for a day's supply.

REMODELING THE RIGHT WAY



BY ROBERT P. CROSSLEY

Our neighbors, the Martins, have outgrown their house built ten years ago. They need another bedroom, for Jane Martin's mother, and a second bath, and they would like a family room. Their house cost $15,000, but a new one that gives them what they want costs at least $25,000.

They like the neighborhood, have no desire to move. The extra $10,000 made Art Martin stop and think. How would he come out if he added the rooms onto their present house? He got an estimate from a "one-stop modernizer," a new breed of remodeler that is springing up all over the country, and found that $7,500 would make his old house equal in space and livability to the new ones he had looked at.

Looking more closely at the figures, Art Martin found remodeling would actually save him $5,000 and get him out of debt ten years sooner. Here's how it works:

When he bought his present home ten years ago, Art Martin paid $3,000 down and gave a 20-year mortgage for $12,000 at five percent interest. Over the term of the loan his payments will total $19,008, or, including the down payment, $22,008. Add $7,500, plus interest over five years of $1,595 for his improvement loan, and the total investment in 1971 will be $31,103.

Should he buy the new house, he'd sell his present one for $17,100, net after commissions. After paying the remaining debt on his old mortgage, he'd have $9,634 to pay down on the $25,000 house. The new mortgage for the balance of $15,366, in this day of high-cost credit, would probably be at six percent over 20 years. When eventually paid off, the house would cost $26,405. Add the down payment and you get a total investment of $36,039 in 1981.

This is without counting the costs of moving and new furnishings for the new house—anywhere from $500 to $5,000 more. Why, if remodeling is such a bargain, don't more families do it? It isn't *always* a bargain. It's often a disappointment, though it doesn't have to be.

Too many people have gone through or heard about the frustrating experience of trying to get understandable estimates from carpenters, plumbers and painters, of waiting weeks to get a job started, weeks more to get the workmen, dust and debris out of the family's hair.

There are unscrupulous contractors who specialize in victimizing women. They make daytime visits, when the husband is not home. Some appeal to the feminine bargain-hunting instinct, making incredibly low estimates, asking for a cash deposit, then vanishing. Others pose as inspectors who declare a part of the house unsafe, then recommend an accomplice to correct the "violation." Others, part way through a job, ask for a signed certificate of completion, "because the bank is holding up my money." If the housewife signs, the contractor skips out.

Today, remodeling is at last becoming a *business*, developing experts such as Herbert Richheimer, originally of Levittown, New York.

Levittown houses were great values, but they had two characteristics: they looked pretty much alike, and young families outgrew them. "The slums of tomorrow," cynics labeled them. But a strange thing happened. Young families *liked* living in Levittown. The trees were starting to grow. The wives had coffee together. The children were in fine new schools. One by one, Levittowners started building onto their houses. Richheimer added to his and noticed how many of his neighbors were doing the same thing. He got a job selling for a cement contractor on week ends, branched out into other improvements, finally went into business for himself seven years ago. Since then he has remodeled nearly 4,000 houses on Long Island.

In modernizing that many houses, the most important thing Richheimer learned was *what it costs* to do every conceivable step along the way. Last fall he and Charles Abrams, another successful remodeler, from White Plains, New York, organized Richheimer Modernizing Systems, Inc. to instruct others in the business. Builders and lumber dealers from 27 states have studied Richheimer's methods; most graduates of his course set up business as "one-stop modernizers," equipped with showrooms and ready to do anything from a $5 "fixit" job to $20,000 remodeling.

Here are Herbert Richheimer's answers to the questions families ask most often about remodeling:

When is a house worth remodeling?

Any house is worth remodeling unless it is dilapidated, structurally unsound and in a totally run-down neighborhood.

Don't I have to be careful not to put more into my house than I'll get out of it?

A house does not lose value unless the neighborhood goes to pot. Make additions as you need them. You can't "over-improve."

Isn't it risky to own a $20,000 house in a $15,000 neighborhood?

People paid $8,490 for houses in Levittown. When we started improving them six years ago, we put in a dormer and gave them two rooms and a bath upstairs for around $3,200. Right away it became a $12,000 house in an $8,500 neighborhood. But what happened? The next-door neighbor had something done. The family across the street had something done. The whole neighborhood got better, and real estate values went up. Today some of those houses are selling for $20,000.

What improvements do most to increase the value of a house?

Almost anything you add to a house adds to its value. But the real payoff is additional rooms.

Is space more valuable than adding luxuries?

Absolutely. Except perhaps in a really old house, where you already have the space, but need a modern kitchen or an automatic furnace.

But I can waste money in remodeling, can't I?

Of course. The easiest way is to take the first estimate you get and say, "Go ahead." An even faster way is to give the job to a fast-talking salesman instead of to a reliable firm in your own community. And you can spend more than necessary if you insist on architectural features, such as a gable roof or a bay window, that cost more to build.

Should I always take the lowest estimate?

Not if it is *too much* lower. You may wind up with unfinished work and claims from unpaid suppliers and workmen. Additions should cost somewhere between $14 and $17 per square foot, exclusive of plumbing. If the estimate is much below that, you must be careful.

Is it necessary to hire an architect?

When you're putting $4-5,000 into a house or changing the exterior, the money you pay an architect is well-spent. If the job is simple, such as finishing an attic, the remodeler will usually make the plans.

What *should* the contract include?

The contract is the most important part of the job. It should be broken down so you know what you're going to get. It should specify, for example, how thick the insulation is to be, whether the 2 x 4s are to be 16 inches apart or 24 inches, what kind of wood you're going to get, etc.

What about a guarantee?

At least a year—on everything but cement work. If you specify advertised brands of materials, they'll be guaranteed by the manufacturer.

Where can I get a loan if I decide to remodel?

Most banks and other financial institutions make home-improvement loans, either on their own or through F.H.A. Title I. The F.H.A. loans are a little cheaper, but they have a limit of $3,500, and you can't use the money for luxuries, such as swimming pools and barbecues. Home-improvement loans usually run for a maximum of five years, which means that, coupled with a relatively high interest rate, your monthly payments will be increased considerably. On the other hand, you'll probably pay less *total* interest than if you extend the payments over a longer period at a lower rate.

On a major improvement job, it may be necessary to refinance the whole house with a new mortgage that includes the value of the improvements, letting you spread them over, say, 20 years. This keeps your monthly payments fairly low. The main drawback is that you have to pay the current rate of interest on the whole mortgage, thus losing the advantage of the low rate on your old mortgage.

HOW TO JUDGE A HOME MODERNIZER

A reliable modernizer does not:

—run "bait" ads offering an entire attic or basement room for a set price, without even seeing your house.

—put pressure on you to "close" the first time you talk with him.

A reliable modernizer does:

—prepare a carefully figured estimate and a contract listing all work to be done and specifying materials by brand and grade.

—show "before and after" pictures of other jobs he has done in your community and give you names of customers you can check.

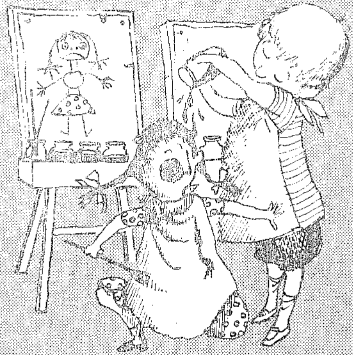
—prepare a rough sketch on his first visit. On his second visit he brings a carefully drawn finished plan.

—coordinate work so different craftsmen will not get in each others' way or fail to show up on schedule.

—visit the job frequently to check on quality and progress of work.

—make prompt follow-up on complaints after job is completed.

HOW TO CHOOSE A NURSERY SCHOOL



BY HELEN STEERS BURGESS

STOP! LOOK . . .

1.

Be reassured if you SEE:	Watch out if you SEE:
A large schoolroom that looks lived in.	A cramped schoolroom that has a showcase look.

Little children, learning with their bodies, need *space*, uncluttered with fragile objects. There should be space to take things out and handle them, and space to put them away on shelves, in low cupboards or boxes. Recommended size: 35 square feet of clear floor space per child (or a room approximately 20′ x 26′ for 15 children).

2.

A large playground with plenty of climbing equipment, barrels, boxes, sawhorses, etc.	A small playground that has mostly realistic toys—such as fire engines, automobiles, swings—that a child has to be lifted onto.

There should be space out of doors, at least 200 square feet per child. A plot of 50′ x 60′ is big enough for ten or 15 children to push wheelbarrows, ride tricycles, walk up planks and just plain run!

3.

Children using big brushes in big pots of paint on big sheets of paper.	Children filling in coloring books or trying to copy the teacher's design.

Childhood is the age for exploring materials. Where this is understood, children will not be told to *color*. They will be given big sheets of paper and big pots of paint and big brushes because big things are easier to manipulate. And they will be invited to get acquainted with how paint can be splashed and swooshed around.

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4.

Be assured if you SEE:	***Watch out if you SEE:***
Paintings and clay objects by many different children which are displayed equally.	The work of one child proudly displayed as the best.

The accent should be on using art materials, music, blocks, to express feelings about life—both joyous and perplexed. If a child pounds the clay and calls it his baby brother, the good nursery schoolteacher will be glad he has this way of expressing his temporary distress at having an interloper in his home.

5.

Children freely using the same toilet facilities.	*Boys carefully separated from girls in using the washroom.*

In most nursery schools there are no separate facilities for boys and girls. A school where the teachers are careful not to have a little girl around when a little boy is using the toilet or vice versa . . . may turn out to be a school where the teachers do not understand much about children. Children's curiosity about the differences in their organs is natural. When emphasis is put on *not* looking at one another, the children are apt to get a distorted attitude toward sex differences.

6.

Children being helped with the difficulties of putting on or taking off their own galoshes or snow suits.	Children being refused help when they need it.

The teacher will start the day in a relaxed and informal manner, seeing to it that leggings and coats are removed and hung up on hooks marked either with the child's name or preferably with some emblem that each can recognize as his own.

7.

Children who are not interested in a story playing quietly instead of having to listen.	All the children commanded to sit in a circle for story time.

A nursery school which is well scheduled moves so smoothly and feels so like home that an observer forgets there is a well-planned program, one that recognizes children's needs and their behavior patterns.

8.

Children beating drums or clapping hands or clanging cymbals to the piano or phonograph tempo.	Children memorizing little French songs.

A good program will include lots of music and dancing. In some schools the children make up "dances" and the teacher finds music to fit them. It is good for little bodies to learn to move in time to rhythm; they will do this almost instinctively when their ears have learned to hear.

9.

A teacher moving in quietly between two children who are about to fight.	A teacher scolding or *punishing* a child for hitting another.

Anyone who works with children should like children—and like them *as they are*, not as they might be; like them for their own sakes.

10.

The mother of a "*new*" child sitting quietly where her child can see her.	A mother of a weeping child told to leave while he isn't looking.

A good school will not judge a child by his chronological age or his vocabulary or his control of bodily functions. Thus, the school will help the child and his mother take the first step in separation, possibly by asking the mother to be present until the child feels comfortable in his new environment.

. . . AND LISTEN

In the previous statements and in the chart below, the reassuring comments on the left reflect a teacher who is creating an emotional climate of support and understanding. The statements on the right may reflect a teacher who is dogmatic and lacks the psychological understanding needed to work with very young children.

Be assured* *if you HEAR a teacher say:		***Watch out* *if you HEAR a teacher say:***
"I know it hurts."	**1.**	"You're too big to cry."
"Let's find some dry pants."	**2.**	"Aren't you ashamed?"
"It's Barbara's turn now."	**3.**	"I want you to give it to Barbara now."

Be reassured if you HEAR:		Watch out if you HEAR:
"Too bad. I'll help you mop it up."	**4.**	"You're so clumsy! Look how nicely Joe did it."
"Ride the tricycle over here where there's more space."	**5.**	"Don't get in the other children's way."
"Let's see if you can do it all yourself."	**6.**	"You're too big to need help."
"Let's get the other pail and then you can both make cakes."	**7.**	"Get the pail for me, like a good girl."
"I guess it feels good to pound the clay real hard today, doesn't it?"	**8.**	"That doesn't look like anything to me! You can do better than that."
"I know you like it but this toy belongs to the school."	**9.**	"You must never take things from the school."
"If you want to climb so high you'll need both hands. I'll hold the hammer."	**10.**	"Never climb with a hammer in your hand!"

GUARD AGAINST FOOD POISONING

BY RAYMOND SCHUESSLER

At a volunteer fire department picnic in Texas not long ago, 2,000 men, women and children turned out for the barbecue. Soon after eating, many felt ill. Some began rolling on the ground in agony.

Doctors rushed to the scene to ease the pain of the 500 who were stricken with food poisoning; they sent many to the hospital.

The culprit? Potato salad, left unrefrigerated too long, had fostered the growth of undetected poisonous bacteria.

This ill-starred picnic was not, unfortunately, unique. Each year the U. S. Public Health Service reports literally hundreds of mass poisonings, of ten thousands of people who had eaten contaminated food at potluck dinners, food sales, church picnics, club outings, bazaars, weddings and family gatherings. Many of the unfortunate diners require emergency medical care, some wind up in hospitals; a few even die.

These mass poisonings are so common, in fact, that whenever a health official is called to investigate a case his first question is, "Has there been a community supper or picnic nearby recently?"

Not that food served at such affairs is of poor quality. But food at these get-togethers is often carelessly exposed to contamination hazards. In the first place, such gatherings very often are inadequately equipped. Refrigeration may not be sufficient for large numbers; responsibility is often dispersed among many people; and much of the food served at these mass feedings is susceptible to quick bacterial growth. This includes potato salad, creamed chicken, chicken pie, baked ham, creamed pie, etc. And the food handling may be below standard.

Since the causes are constant, there is continuing need for public education in the matter of mass feedings. Food prepared for large crowds is usually fixed ahead of time and held until eaten. If such food is kept longer than one hour at room temperature, food poisoning bacteria may spread rapidly.

In Connecticut there was an outbreak of food poisoning among 1,100 people who attended a dinner at a hotel. Of 750 interviewed, 500 had experienced some illness from five to 46 hours after eating. All these had eaten roast beef. An investigation revealed that the meat had been cooked two days earlier and had been improperly stored at room temperature most of the time prior to serving.

In New York City 400 persons at a wedding were made ill about five hours after eating custard cakes. The cakes, prepared at a local bakery, had remained unrefrigerated for at least eight hours!

Out of 103 guests attending a banquet in South Carolina, 75 became painfully ill from three to five hours after the meal. Investigators found that the kitchen manager who handled all the food had two infected cuts on his hands.

Food poisoning is not always caused by bacteria, however. It may start with an accidental mixture of chemicals into food. Insect spray, for example, used over or near foods has caused poisonings.

Fruit juices, lemonade or any acid food or drink kept in *galvanized* containers can be dangerous. In Louisiana, of 350 people drinking a lime beverage, 160 became ill. The beverage had been mixed in an aluminum container, but half had been transferred to a galvanized tub about an hour before it was served.

Other equipment is often to blame. In one mass poisoning, cooked turkey was sliced on the same dirty meat block used to eviscerate the fowl. In another, the blade cleaner of the ham-slicing machine contained food debris. After a poisoning outbreak in North Carolina, investigation showed that a hot-water line had broken and that dishes had been washed in cold water for two meals preceding the outbreak!

Large suppers and picnics *can* be healthy. First, a responsible committee chairman should be appointed to watch the details of food preparation, storage and service.

With one individual responsible for the cleanliness, quality and attractiveness of the food, there is less chance of slip-ups than when the job is divided among several people.

Particular care can be given to those items on the menu which can be dangerous. This does not mean that potato salad, roast turkey or creamed chicken should not be served. It does mean, however, that when they are served, the necessary precautions should be carefully taken.

These precautions usually amount to a few simple rules: purchase of quality foods; refrigeration until they are prepared; preparation by people free of skin lesions, colds or sore throats; thorough cooking and service soon after preparation—with the hot dishes served piping hot and with the cold dishes served good and cold.

For some of the bacteria that cause food poisoning "life begins at 40" and ends at 140—degrees Fahrenheit, that is. Room temperature is usually around 70. Foods that are going to be served hot need to be kept very hot—above 140 degrees, until they are eaten. Foods should be cooked thoroughly.

If foods are reheated or cooked less than an hour at 350°, pans should be shallow enough so that the temperature in the middle of the food is too hot for bacteria. When possible, several small pans instead of one large one should be used.

Foods to be served cold should be cooled quickly to 40° or below, and kept refrigerated until serving time. Use shallow containers, not over four inches deep, so that the food will chill through quickly.

Remember, it is the temperature of the food that counts, not the temperature of the refrigerator or oven. You can check food temperatures with food thermometers. When planning food for a large crowd ask: will the oven hold all the food that must be kept hot? Will the refrigerator keep cold all the food that must be kept cold? Extra refrigeration space can often be rented or borrowed at freezer locker plants.

"Smorgasbord," or buffet-type meals, where many of the dishes may be exposed in a crowded room for several hours, can cause trouble. These meals should never be served unless proper refrigeration is available. Another danger is gravies, which are frequently made ahead of time and allowed to keep warm (but not hot enough to destroy bacterial germs) for several hours.

Not infrequently, when a large meal is served at noon, the evening group meal utilizes leftovers from the earlier one. There is always danger in this. But it can be done safely and tastefully with proper precautions. These include discarding any of the food from the earlier meal that has been allowed to stand at ordinary temperatures or has been exposed to the diners for any extended period of time.

Simply cooking food which has become contaminated may not eliminate all causes of food poisoning, however; some of the toxins manufactured by the staphylococcus germs, for example, are extremely heat resistant. If these particular germs have produced that kind of substance in the food, recooking may kill the germs but will not destroy the poison.

Recent investigation has shown that crushed ice is often heavily contaminated with coliform organisms. These germs may be introduced in many ways; of these, handling during dispensing was found to be the most prolific.

Hands should be used as little as possible in the preparation of food; use spoons and tongs instead. The bacteria that cause food poisoning lurk everywhere. They can be found in the nose, throat and on the skin. Anyone with a cold, an open cut or boil should stay out of the kitchen and serving room. There should be plenty of soap, water and a supply of paper towels handy.

The nearer we get to the standard of surgical cleanliness in food handlers, the fewer outbreaks of poisoning there will be. There should be stringent regulations for caterers, and those who object should have the option of buckling down or going into the pig-feeding business.

Group meals are a lot of fun, and with a little care all the guests can depart as healthy as when they arrived. ♛

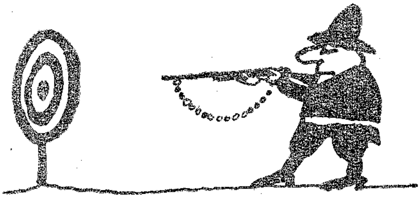
How words work

BY DR. BERGEN EVANS

Author of "A Dictionary of Contemporary American Usage"

Why is taking aim referred to as "drawing a bead"?

The word *bead* has had a strange history. Related to *bid,* it originally meant a prayer. Then it meant the rosary, and later the individual perforated balls that make up a rosary. From these it passed to similar balls, perforated and strung, that served only for ornament; then to any small, globular body (as "beads of sweat"), including the metal knob which forms the front sight of a gun. To "draw a bead," meaning to bring this knob in line with the eye and the target, is an American expression dating from the 1830s.



Does a fox *terrier* inspire terror in foxes?

Probably. But the name is unrelated to that fact. Terriers are so called because they dig their quarry—foxes, badgers, rabbits and other rodents—out of the earth (Latin *terra*) in which they have their burrows.

What is meant by *grog?*

August 21, 1740, was a dark day in the English Navy. Admiral Edward Vernon, commanding His Majesty's West Indian fleet, issued this order: the half pint of rum customarily served to each seaman just before noon should thereafter be mixed with a quart of water and served in two portions, one at 11 A.M., the other at 5 P.M. Though naval historians have hailed the order as greatly improving discipline and efficiency, the mariners took a less enthusiastic view. The diluted stuff seemed wishy-washy to them. They contemptuously named it *grog,* since their nickname for the Admiral was "Old Grog" because he wore a grogram (a coarse fabric of silk and mohair) cloak. *Grog* it has remained even though to awe-struck landsmen it still suggests a potent drink.

Why are official procedures referred to as red tape?

Because official documents, legal papers and the like, used to be tied up with red tape. Washington Irving spoke of a lawyer whose brain "was little better than red tape and parchment." Charles Dickens seized on red tape as a symbol of the rigid adherence to rules and drawn-out official formalities, and Thomas Carlyle took it up as a war cry in his fight against the evil of bureaucracy. Not only is red tape a symbol in itself, but it suggests being tied down and entangled—the way an exasperated layman feels when he has to deal with lawyers and government officials.

Why is a short bar with weights on either end a *dumbbell?*

The ringing of church bells was not impromptu. Indeed, some patterns of ringing were so elaborate that they required considerable practice. But the parishioners often found the practice annoying when it went on for deafening hours. To spare them, some merciful genius invented a muted bell—a flywheel with a weight attached on which the ringers could practice (as a pianist on a dummy keyboard). Their muscles were properly developed and their neighbors' ears were spared. This device, called a dumbbell, became popular as an exercising machine, and it was only a short step to transfer the name to the present exercising bar with weights at either end. In early models, the weights were bell-shaped.

What is so outspoken about "calling a spade a spade"?

The saying goes back to Philip of Macedon, father of Alexander the Great. When some envoys complained to Philip that certain of his followers had accused them of being traitors, Philip, seemingly apologizing, explained that his followers were rustics who hadn't any better sense than to call a spade a spade—meaning they were telling the truth. As it is used today, the expression connotes extreme and daring frankness. But it has a note of irony in it, since obviously there is nothing daring in calling a spade a spade. This irony is appropriate, for a great many assertions that have been heralded as blunt statements of the facts turn out to be just as evasive and mealy-mouthed as all the others. ♛

"I was a high school drop-out!"

Painfully recalling
his own unhappy
experiences,
the author warns
more than
1,000,000
kids who will make
the same misguided
step this year

BY DONALD JOHN GIESE

A LONG STRING OF GEESE drifted southward over the high school in my hometown in South Dakota one crisp fall day in 1944 when I decided to walk out of a Latin class at the beginning of my sophomore year. As I reached the door, the teacher's voice suddenly stopped droning the day's lesson. "Where do you think you're going?" she demanded. "Hunting," I said, slamming the door behind me. ■ The thought of quitting school had been rattling around in my mind for weeks. I was failing in three of my courses. I couldn't concentrate. The teachers lectured about American History, English, Latin and Mathematics, but my thoughts were on the war, my older friends overseas, the advantages of working, earning my own way and, above all, escaping the crushing boredom of sitting in stuffy classrooms five days a week. ■ I was 16 and I felt I had solved all my problems. That night when I returned from hunting, I braced myself to tell my father. My parents were separated and father and I lived in a large, comfortable house. A car accident several years earlier had left his left leg stiff, so since my fifth grade he had spent all his time taking care of me, cooking and washing and keeping up our home. ■ Naturally, although he was 60, our years together had brought us very close. When I told him I'd quit high school, he stared at me in silence for a long time. Finally, in a tired voice, he said, "This is one decision I won't argue with you about. You've made the biggest mistake you'll ever make, but right now nothing I say will convince you of that. It's better that you find it out for yourself." ■ The next four weeks were utter paradise. I spent mornings on a duck pass and afternoons walking through cornfields hunting pheasants. Thoughts of the future were far from my mind. When the first snow finally fell and the ducks went south I started looking for work. ■ Christmas was just around the corner and I was able to find a job slaughtering turkeys in a poultry plant. It paid 50 cents an hour. But it was seasonal and soon ended. ■ During the next year I had a dozen different jobs. I sorted potatoes on a conveyor belt in a warehouse, unloaded telephone poles from flatcars, filled orders in a wholesale grocery house and worked as a helper on a beer truck. When one job ended I'd go back to the state employment office for a "referral" to another one. On their records, of course, it stated that I had completed only the ninth grade, and my occupation was listed as "unskilled laborer." ■ In-between jobs, I spent a lot

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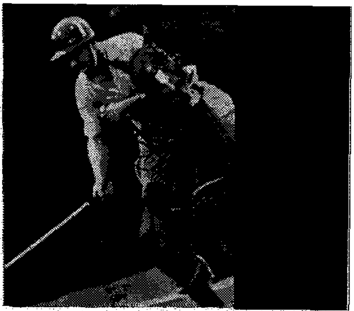

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of time answering ads that promised "independence through a business of your own." Other ads offered "an education right in the privacy of your own home." I enrolled in correspondence courses in taxidermy, law, wildlife management, mechanics and bookkeeping; but I discontinued them all. Nothing seemed to hold my interest for long.

I began spending much of my time in the pool hall, making friends with other dropouts who, like myself, had decided there must be an easier way to live than sitting through high school. Our friendships were close. I didn't know it then, but it was because we were all on the outside looking in.

The girls I'd dated in school suddenly became "too busy" to see me. I seldom went to basketball or football games any more. I preferred drinking beer with my new pals. I soon found that beer expenses were equaling, sometimes exceeding, my income. Each week end was preceded by financial juggling and hectic negotiations for short-term loans.

One night, after drinking too much, I got into a fight. I spent the night in jail. The next day I pleaded guilty in court to a charge of disorderly conduct and was fined $5. The local newspaper carried the story. By now, my reputation was getting around. Friends who used to speak to me turned the other way. Work, when I got it, was always the same—something that required a strong back, two good arms, but little education or skill.

One day in the fall of 1947 I forced myself to take inventory. My "accomplishments" since quitting high school three years before: a bank balance of zero, no job, no trade. Many of my oldest friends had drifted away. Some had gone on to college. Others had been graduated and had found jobs in banks and other businesses. I was 19 years old, still stumbling along from one menial job to another—when I was lucky enough.

For a week I stayed in my room, frightened of the future, depressed about the present and sorry about the past. I realized that I had been in a headlong rush—to nowhere. Then, one night after supper, my father looked across the room at me. "Why don't you admit you made a bad mistake and be big enough to correct it?" he asked quietly.

"You mean go back to school?" I answered.

"Why not," he said. "If you don't go back, in three more years you'll be 22, and still stuck with only a ninth-grade education."

I didn't sleep that night. I knew in my heart that he was right. The next morning, I forced myself to see the high school principal.

"Frankly, the odds are against you," he said. "You'll have classmates only 15 years old, but from your previous grades, I'd say you'd have trouble keeping up with them."

Then he held out his hand. "If you return I know every teacher here will help you as much as possible. We'd like to see you back."

The 12 blocks to school two weeks later seemed the longest distance I'd ever walked. As I approached the brick building I'd left behind

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with such indifference three years before, I was in a panic. I registered in a daze. None of the faces of my new classmates was familiar. Twice I was asked for directions by confused sophomores who mistook me for a teacher.

But, during the next few weeks, I came to realize that my classmates were too busy with their own problems to pay much attention to the difference in our ages. The teachers treated me no differently than they treated the other students. Those I knew from before acted as if I was doing something worthwhile. "If you need help, you know where I live," my old algebra teacher told me. Some of the new teachers were not much older than I was, but it didn't seem to matter much.

When school let out each day I rushed home because I had to go over my lessons many times before they'd sink in. I had a long way to go, but catching up had become the most important thing in my life. At the end of the first six-week period I received two Cs and two Ds, barely passing. In the next six-week period my grades improved. Before I'd quit, exams of any kind filled me with fear. Now I realized I could pass if I really prepared for them. Later in the year I even made the honor roll. My father glowed as if I'd won the Nobel prize.

School hadn't changed, but somehow it seemed different. I realized that teachers, whom I had always considered enemies to guard against, were really hard-working human beings who taught, not for money, but because they genuinely wanted to help others. While I received no special consideration or favors, I had a feeling this time they were on my side. During one week-long spell of flu, four of them phoned to give me the assignments I'd missed. All offered to stop by my house to answer questions. I realized they were my real friends—not the guys from the pool hall who were now razzing me when I ran into them.

At the end of my sophomore year I was stunned when I was chosen as one of two candidates for the office of student council president. In the final election I was defeated but somehow I felt as if I'd won.

By taking correspondence courses from the University of South Dakota, which I completed under my teachers' supervision, I was able to skip my junior year. I completed my credits and was graduated after two years of classes in the spring of 1949. I was not only the oldest senior walking across the platform on commencement night—I was the happiest. I know my father was the proudest parent in the audience.

Then came college and eventually a career in journalism in St. Paul, Minnesota, where I am a reporter on the Pioneer Press.

Why am I telling this story? Because in the next ten years, according to recent nationwide surveys, 12,000,000 U.S. students are not expected to finish high school. To me this is absolutely shocking. Some will lack the ability to do high school work, it's true, but 70 percent of these dropouts will have normal I.Q.s or even higher.

They will leave school, not because they can't do the work, but because they don't want to do it. They'll mislead themselves into believing that cars, parties, clothes, ready cash and the feeling of independence they'll get from holding a job will be more important than a high school diploma.

But I can tell them they're wrong. When the dropout goes job hunting he will soon find—as I did—that nearly all employers today are looking for employees with at least high school educations. If he gets a job, he will always be the first to be laid off when business slumps; as a group, dropouts have double the unemployment rate of high school graduates.

Competition among dropouts for the few jobs open to them is getting tougher. By 1965 there will be three dropouts competing for every two unskilled jobs. And, because the number of graduates is not keeping up with the industry's requirements, for every seven skilled jobs there will be only five qualified applicants.

Thousands of case histories reveal that the dropout never fully recovers the ground he loses when he slams the high school door behind him. Most dropouts don't return. But the real tragedy of the dropout problem—which has been called the most ignored single problem of U.S. education today—lies in the personal misfortunes suffered by young people who in an unthinking moment make a decision that too often binds them to the treadmill of low-paid drudgery, of bottom-rung jobs; a bleak world of discouragement and failure. That's why I had to write this article. ♛

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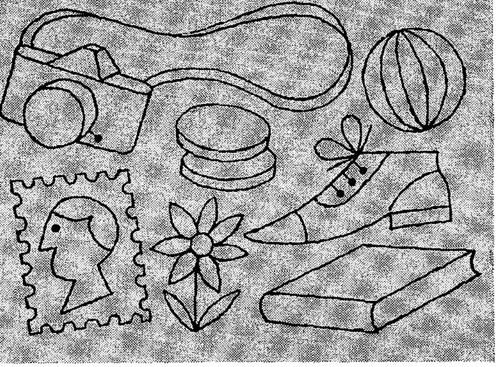

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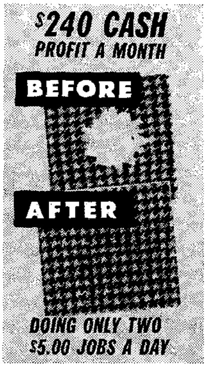

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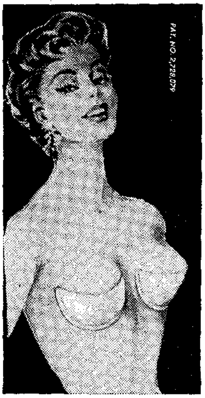
NEW BLUMETTE BRA



Heavenly comfort! Just two cups to lift sag to youthful highlines. No shoulder straps. No wires, no bones. The ultimate in bosom loveliness . . . highlights natural beauty. Holds you firmly and securely with absolute comfort! Perfect for backless and strapless gowns on glamorous Special Occasions. Created by a top New York bra designer. Velvety soft and pliable yet sturdy material . . .
Flesh Color . . . .
Sizes A, B and C . . . . . .
Package of 2 pair for only $2.98 postpaid with primer to restore adhesive edge of bra. Satisfaction guaranteed.
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JOIN THESE SUCCESSFUL MEN AND WOMEN OF ALL AGES!

MAKE UP TO $1100 A MONTH

REVEALING HOLLYWOOD GLAMOUR SECRETS! Send Coupon – Get Free Samples

$250 IN A WEEK! "Averaged $250 profit per week last 4 weeks. Wish I'd started years ago." Anita Born, E. Alton, Ill.

$39.82 IN AN HOUR! "Earned $39.82 in an hour today. A great family business." Jack Terwilliger, Fresno, Calif.

$102 IN A DAY! "My profits were $102 today. Thrilled beyond words with your generous plan." Helen Uhlir, Tucson, Ariz.

NO EXPERIENCE NEEDED!

Studio Girl Makes it Easy For Men and Women of All Ages to Succeed

Even if you've never sold a thing, now you can join the 10,000 men and women from all walks of life who are making big money – up to $7.50 in an hour part time – up to $250 in a week full time. No experience or formal education necessary. You can do what others have done! I show you every step–give you 25 proven money-making secrets that put Studio Girl Beauty Advisors among the highest paid people anywhere.

I TELL YOU WHO TO CALL ON, WHAT TO SAY! I FURNISH CUSTOMER NAMES!

Beautiful Studio Girl Demonstration Kit and Hollywood beauty care methods I disclose are all you need. Earn up to $250 a week as a Studio Girl Beauty Advisor. Customer lists, full color catalog, assortment of usable Studio Girl samples *at no cost to you* – just mail coupon below. Every Studio Girl Cosmetic is medically approved and salon tested, is backed by a written guarantee of satisfaction to the customer.

STUDIO GIRL PAYS YEAR 'ROUND REPEAT PROFITS! OVER 2 MILLION CUSTOMERS THIS YEAR! LIFE-TIME INCOME!

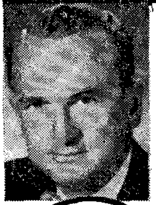
Even during recession, Studio Girl's business up over 50% – Studio Girl customers increase purchases every year. No seasonal slump. Sell by invitation. Thirty-five million women prefer to select cosmetics in their homes. Earn to $7.50 an hour part time – to $250 weekly full time. Later hire others, increase earnings – get over-write commission *for life* on their sales. 300 glamorous cosmetics include men's toiletries, gift packages – a complete line made world-famous by Studio Girl national advertising – magazines, TV, radio!

MANAGERS WANTED. Experienced crew or area managers, or with party experience – rush picture details. Earn to $2,500 a month!

WOMEN! MAN-WIFE TEAMS! MEN!

Thousands of women earning big money–far more than "routine" jobs–to $7.50 an hour, even part-time. Husband-wife teams make to $1750 monthly. Hundreds of men earn big money as Organizers, Managers, Beauty Advisors.

I'LL SHOW YOU HOW!



YOU?
Would you like to be in this big profit picture? The message below tells how you can!

Says Harry Taylor, President Studio Girl Hollywood

Whether you're a housewife, school teacher, career woman, clerk, secretary, nurse, or even a totally inexperienced man or woman, I will help you start earning up to $7.50 an hour immediately. I show you exactly what to do, how to do it – I furnish everything. You simply follow pictured instructions! Many earn over $35 first day! So can you! Mail coupon for free samples today!

Harry Taylor
PRESIDENT

STUDIO GIRL OFFERS YOU SECURITY WITH A BIG SUCCESSFUL CORPORATION.

Established 20 years, Studio Girl spans the globe. Magnificent headquarters building and factory in World's Beauty Capital, modern laboratory, plants, shipping headquarters in Chicago and Philadelphia, fashionable salons in leading world cities – Europe, South America. Member U. S. Chamber of Commerce ... top Dun & Bradstreet rating. Studio Girl is a big, busy money-making organization where all are friendly, happy and prosperous.

"I MADE 800 IN A MONTH!"

"$800 PROFIT. SWAMPED WITH ORDERS. DIDN'T THINK HOUSEWIFE COULD EARN NEW CAR SO QUICK."

No House-to-House Selling Required! Your Clients Come To You!

Regular customers lists, sensational "Card of Introduction Free Sample Plan" keep bringing new customers to you. Mink Stole Beauty Clinic Plan eliminates door-to-door. No experience needed All explained step-by-step so you can start making up to $7.50 an hour first day. Mail coupon now!

DETAILS, BOOKLET, SAMPLES–ALL FREE!

Enjoy life's luxuries – send name for free samples, complete details, booklet, exciting Studio Girl "success stories." No cost or obligation! Mail coupon today.

FREE! MAIL TODAY! Receive Free Usable STUDIO GIRL SAMPLES!

STUDIO GIRL, Dept. 1819
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Your Studio Girl opportunity sounds wonderful! Rush information without obligation. Send FREE usable Cosmetic Samples as promised.

Name: Miss ☐ Mrs. ☐ Mr. ☐ ____________________
Address: ____________________
City: __________ Zone ____ State ____

THOUGHTS HAVE WINGS

You Can Influence Others with Your Thinking

TRY IT SOME TIME. Concentrate intently upon another person seated in a room with you, without his noticing it. Observe him gradually become restless and finally turn and look in your direction. Simple—yet it is a *positive demonstration* that thought generates a mental energy which can be projected from your mind to the consciousness of another. Do you realize how much of your success and happiness in life depend upon your influencing others? Is it not important to you to have others understand your point of view—to be receptive to your proposals?

This FREE Book Points the Way

How many times have you wished there were some way you could impress another favorably—*get across to him or her your ideas?* That thoughts can be transmitted, received, and understood by others is *now* scientifically demonstrable.

The tales of miraculous accomplishments of mind by the ancients are now known to be fact—not fable. The method whereby these things can be INTENTIONALLY, not accidentally, accomplished has been a secret long cherished by the Rosicrucians—one of the schools of ancient wisdom existing throughout the world. Write for the free copy of the fascinating sealed book, "THE MASTERY OF LIFE," which explains how you may receive this unique wisdom and benefit by its application. Address: Scribe

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San Jose, California
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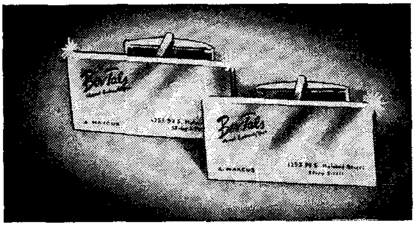

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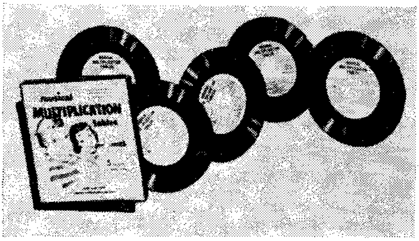
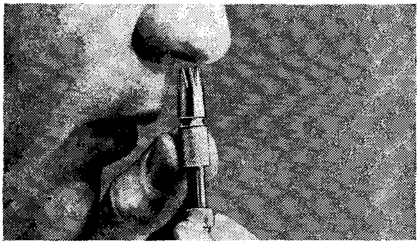
Beautifully etched lifetime metal Cuff Links, Tie Bar, Money Clip or Key Chain, each a faithful miniature of any business card, signature, trademark or insignia. Perfect personal or business gifts. Gift Boxed. Will drop ship if desired. Simply send cards or signatures you wish reproduced; satisfaction guaranteed. Cuff Links silver plate, $8.95; gold electroplate, $9.95. Tie Bar, Money Clip or Key Chain—Silver, $5.50; Gold, $6.00 (ppd. inc. tax). Also in 14K Gold-filled Solid Sterling Silver; Cuff Links, $35.00, Tie Bar, $18.00. Diners' Club accounts honored. Ber-Tals, Dept. Q-9, 1253 S. Halstead, Chicago 7, Ill.



NOW JOHNNY CAN LEARN TO MULTIPLY

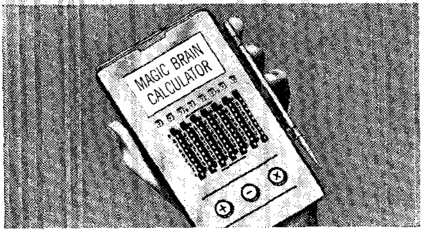
Get these new Musical Multiplication Records—and see his marks in arithmetic go up, quickly! All the Multiplication Tables from 2's through 12's have been set to music on 5 records. Each table has its own catchy tune and musical quiz. Children love to play them. Used in thousands of schools. Parents and teachers report wonderful results. Write for free folder. Send name to—Bremner Records, Dept. N-16, Wilmette, Ill.



REMOVE HAIR FROM NOSE AND EARS—$1

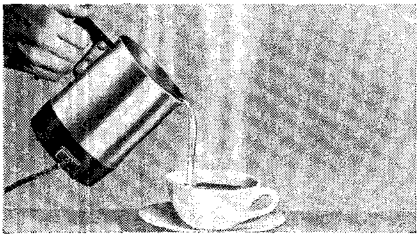
New, automatic Nose Clippers gets rid of unsightly hair from the nostrils and ear lobes fast! Just a twist of the handle and the job's done! It's easy and painless! Scientifically-designed rotating scissors clip the superfluous hair gently and with absolute safety. Made of fine chrome-plated surgical steel. This good-grooming aid is great! Guaranteed to do the job or your money back! Only $1, postage paid. Order Nose Hair Clipper from Sunset House, 640 Sunset Building, Beverly Hills, California.

NEW ideas...by mail from SUNSET HOUSE



MAGIC BRAIN CALCULATOR—$1

Pocket-size adding machine does all your math problems with ease. Adds-subtracts-multiplies to 99,999,999. Magic Brain Calculator balances check books, adds grocery tapes, bridge scores, children's school-work, income tax statements, car mileage. Gives you all the answers in seconds. Simple to use . . . all steel mechanism works fast. For housewives, professional men, businessmen, students . . . Guaranteed to please or your money back! Magic Brain Calculator, only $1, postage paid. Sunset House, 640 Sunset Building, Beverly Hills, California.



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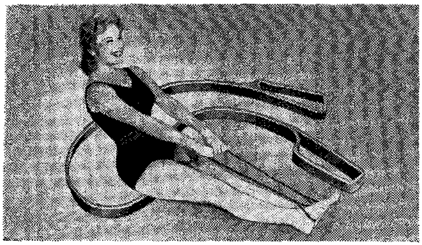
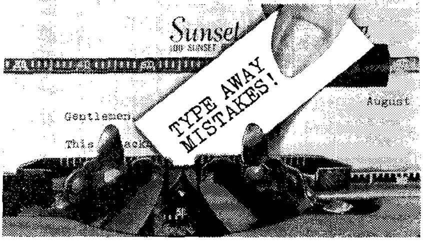
Electric Hot Pot boils a full 4 cups of water in only 2½ minutes! Perfect for making fast instant coffee, tea, soup, heating canned foods, baby's bottle. Practical pour-easy spout. Stay-cool base and handle let you use it right on the table. Made of polished aluminum . . . it's unbreakable. Complete with electric cord. Great for home, office, traveling, college. Tremendous value! You must be pleased or your money back! Hurry Hot Pot, only $2.98, postage paid. Order from Sunset House, 640 Sunset Building, Beverly Hills, California.



IMPROVE YOUR FIGURE, $1.98

Stretch your way to a trimmer You with new, sturdy rubber Stretch-A-Way. Make any room your private gym. Complete with special chart to show you the safe method of toning muscles. Improve your figure —tummy, thighs, hip and bust measurements—this natural way! Keep fit and trim. Stores away in any drawer. Guaranteed to do the job or your money back! Only $1.98, postage paid. Order Stretch-A-Way from Sunset House, 640 Sunset Building, Beverly Hills, Calif.



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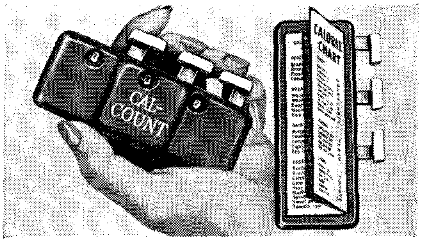
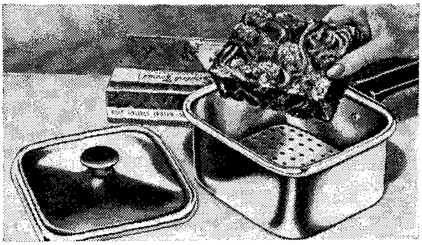
No more erasing, no smudges, no jiggly lines! Now you can make typing errors vanish like magic . . . and you don't even have to touch the paper in your machine! Just place a Type-Away tab over your typing mistake, then retype it . . . and the error's gone! It's invisible! You get 132 sq. in. of Type-Away tabs, enough to make 1500 corrections, for only $1, postage paid. You must be pleased or your money back! Order Type-Away direct by mail from Sunset House, 640 Sunset Building, Beverly Hills, California.



COUNT THE CALORIES AS YOU EAT!

Weight watchers—here's the easiest way yet to keep tabs on yourself! Cal-Count is a tiny palm-of-the-hand adding machine. Just push the buttons whenever you eat, and your daily calorie total shows automatically . . . up to 2,000 calories! Built-in metal chart gives caloric values for all common foods . . . that's all you need for record-keeping. Carry Cal-Count anywhere . . . no one will know! Only $1.29, postage paid. Order Cal-Count by mail from Sunset House, 640 Sunset Building, Beverly Hills, California.



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Unique Cooker steams frozen foods to just right tenderness—without boiling away flavor and valuable vitamins! Holds 2 standard-size frozen food packages. Perforated removable platform keeps food above water line, while tight-fitting lid holds in steam. Aluminum pan, heat-resistant handle. Money-back guarantee! Frozen Food Cooker, only $2.98, postage paid. Sunset House, 640 Sunset Building, Beverly Hills, California.

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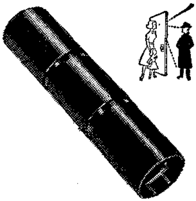
★ NATIONWIDE Free Film

LOOK BEFORE OPENING DOOR!



"Identify all callers," say police. With the new "Private Eye" Door Viewer you see out—they can't see in. Gives head to toe & side to side view of strangers. Easy to install—do it yourself. Inconspicuous—7/16" hole—precision ground optical lenses—not plastic. $3.75. Check or money order: Private Eye, Box 24036, Los Angeles 24, Calif., Dept. C-9.

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Let Morton's restyle your old, worn fur coat, jacket, or cape into a glamorous new fashion cape, stole or jacket, only $22.95. Includes restyling, new lining, monogram, cleaning, glazing. Praised by Harper's Bazaar, Glamour, others. Choice of 40 styles. Mail old fur, state dress size, height. Pay when new style arrives. Or write for new style book. Morton's, Dept. 150-W, Wash. 4, D.C.

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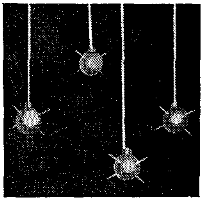

It's almost unbelievable how fast Sputnik gets rid of flies indoors or out. Beats messy cakes, smelly spray. Just hang Sputnik where flies gather. They touch the wick, Go Away To Die! Clean, odorless. Guaranteed. Works 6 mos. without refill. Send $2 for box of 4 ppd. Refills $1. Mission Home Products, P. O. Box 142-C, Lynwood 2, California.

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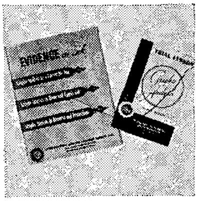

Learn how to identify character & personality traits from ordinary handwriting. Grapho Analysis helps you understand people, yourself. Gain prestige, more success, greater satisfaction. Exciting, uncrowded field. Give lectures, write articles, do private consultation. Write for free trial lesson & catalogs. I.G.A.S., Inc., Dept. JN-58, Springfield 4, Mo.

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Teeth Stay Tight all Day. No messy powder or paste is needed with new Lyons All Day Adhesive Denture Cushions! Featherweight cushions hold all types of dental plates snugly in place all day, keep your breath sweet! Box of 36 $1.00 ppd. Please specify Uppers or Lowers. Money back guarantee. Walter Lyons and Co., Dept. 9, 325 Marginal St., East Boston 28, Mass.

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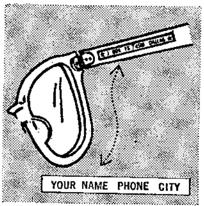

Protection for the whole family—a must for youngsters! Spec-Plates, a tiny (⅛" x 1½") jeweler-crafted engraved identification plate in feather-light polished aluminum with permanent press-on adhesive backing. Last name, phone, city. 25 letters maximum. $1.50 each, ppd. Taylor Novelties, P. O. Box 21143, Dallas 11, Texas.

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"One year supply for only 1¢ a day." Multiple vitamin formula—365 tablets, $3.65. These vitamins have been awarded the Parents' Magazine Commendation Seal. For adults & children. Act now, save by buying your family vitamins direct. Why pay more? Money back guar. Ppd. Mail check or money order to Dept. C, New Jersey Vitamin Products, Stirling, N. J.

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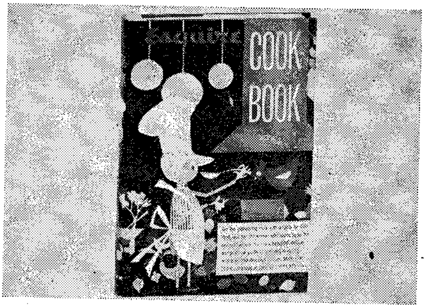

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Have fun mixing, sipping, tasting, savoring, for 10 glorious days. Then if you don't want to keep this Cookbook to live with, to live by, return it and we'll cancel your bill or refund your money. You'll find the Esquire Cookbook packed with recipes galore, of course. But it's as different from a mere recipe book as pizza from pate de foie gras. It includes loads of deft illustrations, sparkling commentary on foods, cooking, carving, and eating. Its 300-plus pages make it a breeze to get through anything from tidbits to game-fests. The price only $5.95—much less than it would cost you to spoil a prime filet with the wrong sauce. Pay now and you save postage charges. We'll gladly bill you if that's your preference. Write: Esquire Cookbook—Box 402 Radio City—New York 19, N. Y.

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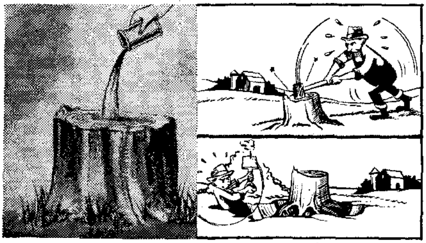
Has the becoming swing of a regular skirt but gives tomboy freedom for all activities. A good looking "skirt" you can live in, gracefully cut in velvet-smooth corduroy. Distinctive Arrow design pockets and concealed zipper. In Blue, Avocado Green, Flannel Grey, Desert Tan or Jet Black. Sizes 10 to 22 . . . $9.95. Add 50¢ post. Satisf. Guar. Western Classics, Box 4035, Dept. CTC, Tucson, Arizona.



MAKE STUMP REMOVER—$1.50

Don't dig! Don't chop! Don't blast to get rid of those ugly tree stumps on your property. Remove them like magic with wonderful new chemical which quickly decomposes wood fibres all the way to the root tips. Simply pour it into center of stump. Final removal's a cinch. Harmless to nearby planting. 8 oz. (for 1-2 stumps). You must be pleased or your money back! Stump Remover only $1.50, postage paid. Order from Sunset House, 640 Sunset Building, Beverly Hills, California.

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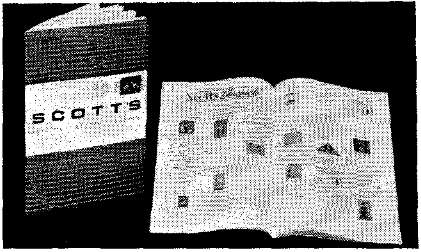
BE YOUR OWN CHRISTMAS CARD!

This year, send friends your favorite snapshot—your family, home, pet, yourself—on your personal Christmas card! Deluxe double-weight jumbo photo cards, only $1 for 25 inc. envs. Extra cards 5¢ ea. Send neg. (from print add 50¢). Sample free till Nov. 25; send neg. New, smart Full Color personal Christmas Cards from your color neg. or slide, 15 only $2.85 complt. with envs. & folders. Color sample & cat. 20¢. Satis. guar. Add 35¢ pstg. & hdlg. to all orders. Philip's Foto, Dept. C1, Irvington, N. Y.



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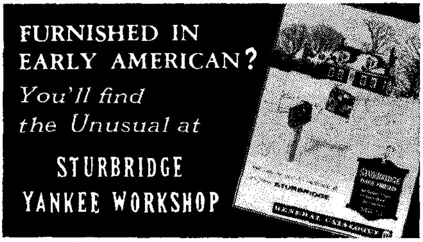
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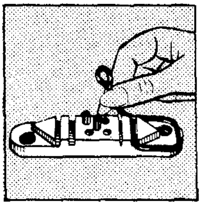

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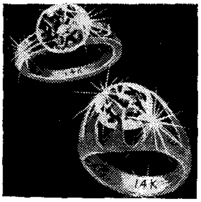

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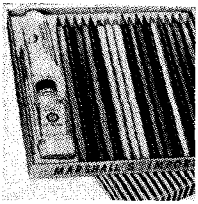

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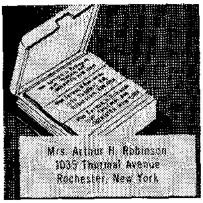

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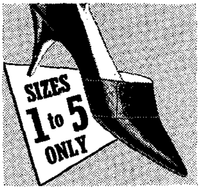

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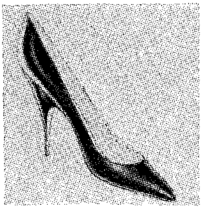

Dress-up for Fall—new ladies wide shoes that are *graceful & comfortable*. All heels heights, widths C-EEE, sizes 4-12. Shown, new "Betty" in black suede; calf; patent; or white crepe dyed free to match any color. Widths C-D-E, sizes 5-12, pointed toes, 3" heels. $8.95 ppd., money-back guar. or write for free cat. Syd Kushner, Dept. C-9, 733 South St., Phila. 47, Pa.

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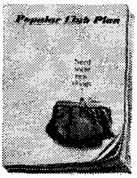

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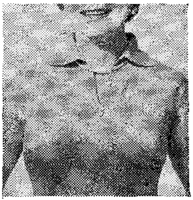

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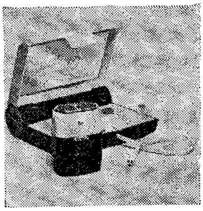

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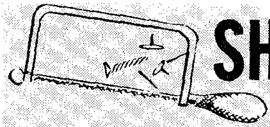
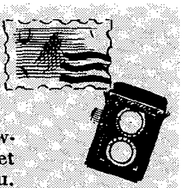


SHOPPING GUIDE

Classified



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(Continued on next page)

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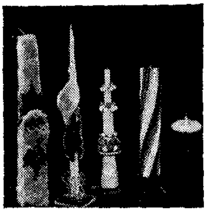
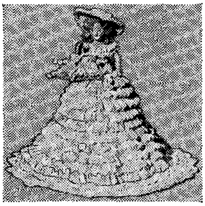


MAKE-DECORATE A DOLL CAKE



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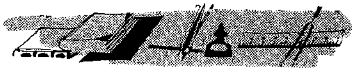

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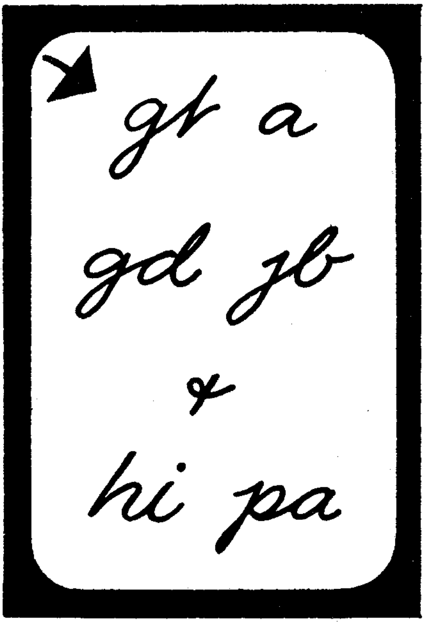

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UESTION **How does Relax-A-cizor ork?**

NSWER **The wonderful secret of elax-A-cizor** is so easy to understand, nce you realize that your muscles not nly provide movement and posture for our body, but also are the natural oundation *for shaping almost every art of your figure.* Relax-A-cizor exer-ses and tightens these muscles in the reas selected by you. Regular use of elax-A-cizor will cause measurable size oss where used to the extent that the uscles need exercise. The less the uscle tone, due to lack of exercise, the reater the benefit you enjoy! And elax-A-cizor accomplishes this firming f muscles so pleasantly...usually ithout the slightest fatigue!

Why do muscles become lax...lose tonus"?

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May Relax-A-cizor be used as a facial, oo?

Yes, indeed! Relax-A-cizor's amazing ew Facial works like a charm...toning nd tightening those all-important shapng muscles under eyes and chin. And ou have a choice of two easy-to-use ttachments...the ALL-NEW "fingertip" ..or REGULAR "Beauty Band." Recomnended timing is only 5 minutes per ay. Either attachment is convenient nd relaxing to use for facial beauty reatment.

Q I'm on a diet program...should I use Relax-A-cizor?

A Remember, Relax-A-cizor requires no diet, does not reduce weight, but causes size-loss (*in figure areas selected by you*) through exercising and tightening muscles of those areas. Use of Relax-A-cizor is doubly important to the person on a diet or weight-loss program who needs to *reduce size of specific areas*...and who finds it tiring, even exhausting, to do "setting up" exercises. Diet, alone, often allows body tissues to sag or become lax. Use Relax-A-cizor to make muscles firmer and in tone...as you lose weight through diet. Relax-A-cizor is genuine, vigorous exercise...activating from 3 to 6 sets of muscles, as you choose. And yet *you make no conscious, tiring effort!* Instead you just relax and let Relax-A-cizor do the work, while you read, watch TV, write letters...even do household chores like ironing...or quietly catnap.

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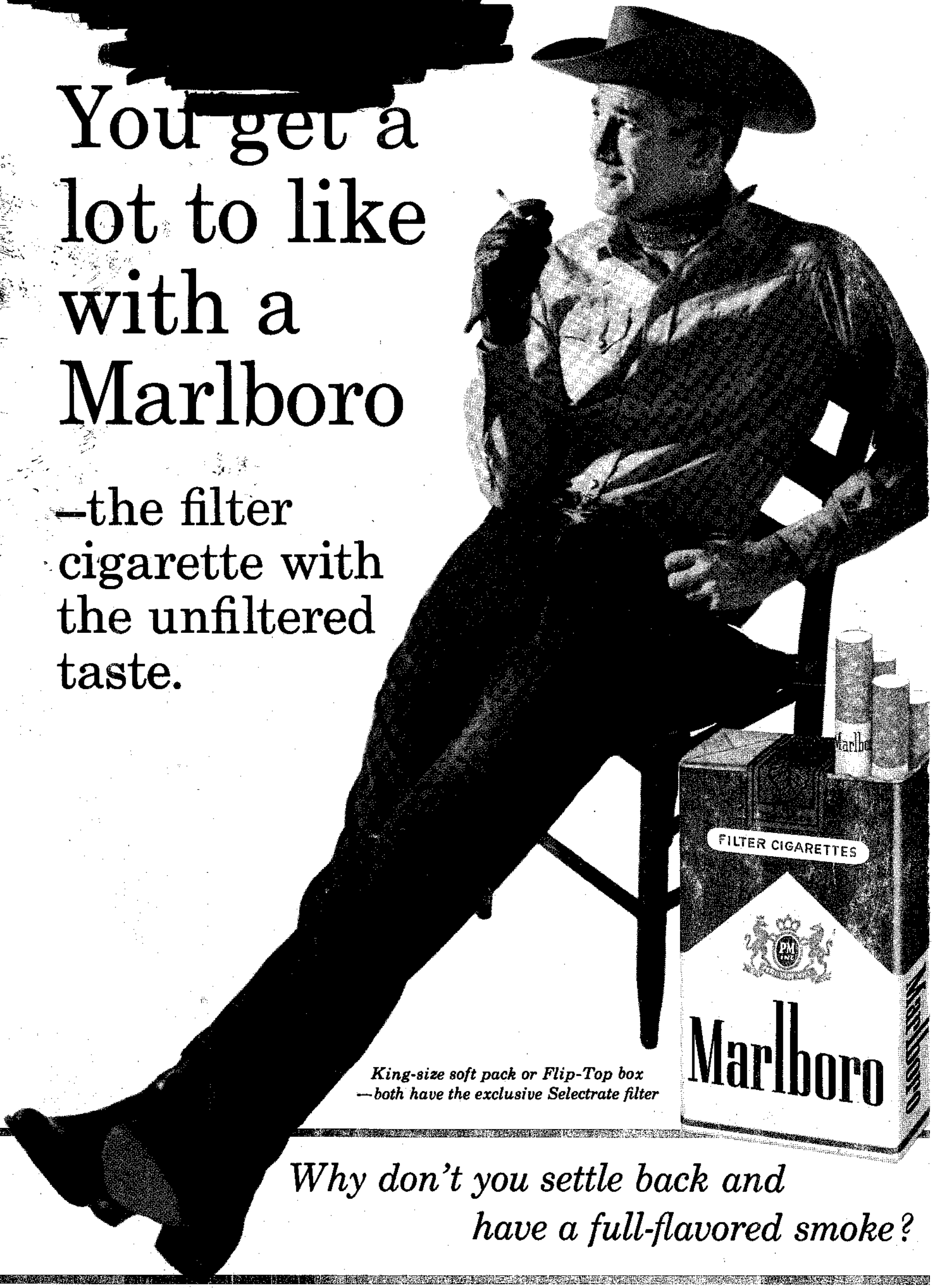
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